



2007

TEAM

Guidelines





Dear Arizona Travel Industry Partner:

The Teamwork for Effective Arizona Marketing (TEAM) grant program provides communities, Tribes and tourism organizations with needed funding and technical assistance to help them stimulate and expand travel and tourism throughout the state. Last fiscal year, the Arizona Office of Tourism distributed over \$1.4 million in matching grants in support of projects in all 15 counties.

These TEAM guidelines for fiscal year 2006-2007 (FY07) contain procedures, requirements and instructions for developing your matching funds request. They have been prepared to assist you in completing your application. As part of our ongoing effort to be responsive to constituents and community needs, we have made significant enhancements to the TEAM program for next year, including increasing the award levels. For example:

- Individual applications will be eligible to receive up to \$30,000.
- Regional applications will be eligible to receive up to \$130,000.
- EZ Advertising will now offer radio traffic spots and Web site placements.

It is important to review the guidelines prior to preparing your application. In order to be eligible for a grant, applicants are required to attend a TEAM Workshop. A listing of dates and locations for the TEAM Workshops is included in the guidelines. Program guidelines and application specifications will also be available on AOT's business-to-business Web site www.azot.com. **Applications must be postmarked or hand-delivered to AOT by 5 p.m. on Friday, April 7, 2006.** Late applications will not be accepted. Faxed or E-mailed copies are not acceptable. The original plus four (4) copies of the FY07 TEAM application should be sent to the address listed below.

TEAM Program
Arizona Office of Tourism
1110 West Washington Street, Suite 155
Phoenix, Arizona 85007

As you prepare your FY07 TEAM strategies, please keep in mind applications will be evaluated by the TEAM Committee according to thoroughness, accountability, economic impact, tracking methodology, and project marketing effectiveness. Please read the guidelines carefully so that you and your organization become familiar with the goals of the TEAM Program, and then can prepare the best possible application.

AOT looks forward to working with you to promote travel throughout the Grand Canyon State. Best wishes for continued success.

Sincerely,

A handwritten signature in cursive script that reads "Margie A. Emmermann".

Margie A. Emmermann
Director

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The Arizona Office of Tourism provides for equally effective communications with all persons. If you need this publication in an alternate format, please contact the ADA Coordinator at the Arizona Office of Tourism, (602) 364 – 3718 for more information. The Arizona Office of Tourism is an equal employment opportunity agency.

TEAM Vision and Mission

Mission of Arizona Office of Tourism

The Arizona Office of Tourism (AOT) enhances the state economy and the quality of life for all Arizonans by expanding travel activity and increasing related revenues through tourism promotion and development.

Vision

Arizona is a unique world-class travel destination. Through the leadership of the Arizona Office of Tourism and its valued partnerships, Arizona successfully attracts visitors from around the world to experience its diverse amenities and rich natural and cultural resources, while promoting the preservation of these resources for future generations.

Teamwork for Effective Arizona Marketing (TEAM) Program Mission

The strategic mission of the Teamwork for Effective Arizona Marketing Program is to help communities achieve their vision to improve the local economy by strengthening Arizona's tourism partnerships while extending the state's brand to position Arizona as the preferred travel destination.

TEAM Strategies

The primary focus of all TEAM projects must be to promote tourism and attract visitors from appropriate markets. Additionally, TEAM's focus is to enhance economic development through tourism within the state to the maximum extent possible. Therefore, when purchasing services or products with TEAM funds, companies located in Arizona should be given priority consideration. Project applicants cannot transfer funds from one specific TEAM project to a different project without prior approval from AOT.

Introduction

The Arizona Office of Tourism has dedicated a portion of its budget to be used to market and promote the Arizona tourism industry as well as to establish a matching funds program to assist local tourism organizations in the state.

The TEAM Program provides financial assistance in the development of effective tourism promotion projects at the local and regional level. These tourism promotion activities, in combination with the international, national and regional marketing efforts of the Arizona Office of Tourism, are intended to manage a sustainable tourism industry throughout Arizona. AOT works with DMO's, regional organizations, trade associations and tribal entities to achieve these goals.

The purpose of these guidelines is to familiarize applicants with policy, application and project procedures necessary for funding under the program.

Organizations participating in the TEAM program are advised that all materials submitted to this office are subject to review and verification of information included in the application and supporting documentation.

These guidelines supersede all previous TEAM regulations.

Eligible Applicants

To qualify for funding, organizations must be exempted from federal income tax under section 501(c) of the Internal Revenue Code and fall into one of the three categories below. A "LETTER OF EXEMPTION" from the Internal Revenue Service must accompany the application. Applicants may not use the 501(c) status of another organization or the 501(c) nonprofit status of their out-of-state parent organization. Applicant organization must have been in existence for at least one (1) year prior to requesting funds. Please contact AOT with any questions regarding eligibility.

To qualify for funding, applicants must fall into at least one of the following categories:

- 1) An Arizona based Destination Marketing Organization (DMO) – an incorporated nonprofit organization or governmental unit that is responsible for the tourism promotion and marketing of a destination on a year-round basis.*
- 2) An Arizona-based statewide tourism association that represents entities that rely on tourism-related business for a majority of their income. Please note that directories are not allowed under TEAM.
- 3) Tribal tourism entities who wish to market existing tourism attractions (museums, historic sites, special events, archeological sites, tribal parks, arts and handicrafts, not for resale/exhibits only, etc.) and tourism facilities as outlined in their strategic plan.

*An additional \$20,000 for coordinated marketing activities are available for those DMO's who wish to partner with a local Arizona-based tourism oriented nonprofit organization that has been in existence for more than one year and has as their primary goal to attract additional visitors through tourism promotion. In order to qualify, the marketing plan of the applying DMO must show how the partnership with the nonprofit organization will enhance their local tourism goals. The additional \$20,000 funding will not be counted in the cap amount of \$40,000.

All applicants must provide proof of their Federal Employer Identification Number (FEIN) as registered with the Internal Revenue Service. Applicant's Federal ID number and their 501(c) nonprofit status must carry the same in-state organization name.

Ineligible Applicants

- Organizations that receive funding from other state agencies intended for marketing promotion.
- State agencies, state-supported institutions, and foundations of state-supported institutions.
- For-profit organizations.

Applicants may not use state funds received from another state agency as matching funds for TEAM. For example, funding received from the Arizona Commission for the Arts or Arizona State Parks cannot be used for matching funds.

Any TEAM Matching Grant awarded during a fiscal year will be automatically revoked if any portion of the match is provided by other state funds.

TEAM Certification Workshops

Criteria for Qualifying Projects

To qualify for funding, projects must meet both of the following requirements:

1. The primary function of the project must be tourism promotion.
2. The project must be designed to stimulate economic growth and enhance future tourism development. (For more details on fundable and non-fundable projects, see section C.)

TEAM Certification Workshops

TEAM certification is required for all applicants and is acquired by attending a TEAM workshop held by AOT. All TEAM applicants must attend a certification class this year, regardless of whether or not they were certified last year. The project coordinator from the organization must be TEAM certified. (Although it is not mandated, the TEAM Committee recommends that at least two people from each applying organization are TEAM certified each year.) A copy of the certificate for the person attending must be included in your application. If an application is received without a proof of certification, it will be automatically rejected.

TEAM Certification Workshop Locations and Dates:

Sedona	Best Western Inn of Sedona	January 24, 2006	1 p.m. - 4 p.m.
Payson	Best Western Payson Inn	January 31, 2006	1 p.m. - 4 p.m.
Chandler	San Marcos Golf and Conference Resort	February 6, 2006	9 a.m. - 12 p.m.
Lake Havasu	Hampton Inn	February 8, 2006	9 a.m. - 12 p.m.
Benson	Cochise County College	February 13, 2006	1 p.m. - 4 p.m.
Scottsdale	Hotel Valley Ho	February 15, 2006	1 p.m. - 4 p.m.

To register for one of the workshops and to obtain the address for specific venue noted above, please contact Karen Bult, Tourism Development Manager, at (602) 364-3708 or kbult@azot.gov.

Application Procedures

Application Due Date: Friday, April 7, 2006, 5:00 PM

One (1) signed original TEAM application and four (4) copies must be mailed to AOT by U.S. Certified Mail or a private delivery service (FedEx, Airborne, etc.) and delivered no later than Friday, April 7, 2006. Applications may also be hand-delivered to the address noted below on or before 5:00 p.m. Friday, April 7, 2006. **DO NOT FAX OR E-MAIL APPLICATIONS.** Late and/or incomplete applications will not be accepted.

Application Delivery Instructions

Mail or hand deliver to:

TEAM Program
Arizona Office of Tourism
1110 West Washington, Suite 155
Phoenix, Arizona 85007

Application Procedure

A copy of the application form is located in Appendix A. This form is also available on diskette, via e-mail, or by visiting the Tourism Development section of www.azot.com. Only the official AOT application form will be accepted. In addition, **no handwritten application forms will be accepted.**

Below, you are provided with a step-by-step guide for completing the TEAM application. The application is divided into five (5) sections labeled A through E. You must collate and bind all elements of your TYPED application and tab each section A-E respectively. The cover should contain the following: TEAM FY07 Application Submission, Name/address/phone/fax/e-mail of organization submitting the application, name of Project Coordinator, "Individual" or "Regional" application and date.

SECTION A: APPLICATION ADMINISTRATIVE INFORMATION

1. Name of Applicant Organization: The name of the applicant must be the same as it appears on the incorporation, federal tax exemption or the state charter.
2. Mailing Address: Provide a mailing address that can be used by AOT for routine correspondence.
3. Physical Address: Provide a physical address (no P.O. Boxes) for FedEx deliveries.
4. County: Identify the county in which the applying organization is located. In the case of regional applications, list all counties to be included under the application.
5. Project Coordinator's Name: The Project Coordinator who is responsible for administering the project and will be the day-to-day contact for AOT. This individual is responsible for submitting all the necessary documentation throughout the year-long effort of this project and must be familiar with the specifics of the TEAM program as well as the application that is being submitted.
6. Project Coordinator's telephone number, fax number, and e-mail address: If this information changes, inform AOT immediately.
7. Amount requested in matching dollars from TEAM: Complete the budget worksheet on page 2 of Appendix A to determine the amount of matching funds requested.
8. Type of Application: Individual or Regional

Funding:

AOT will provide up to 50 percent match for Individual and Regional grants. Combined matching awards (Individual and Regional) cannot exceed \$40,000 per applicant. For example, if an Individual application is awarded the maximum of \$30,000, then the individual who has also applied as part of a region may receive up to an

Application Procedures

additional \$10,000 to be applied toward the region, for a total award of \$40,000 between the two applications. Priority will be given to regional application unless otherwise stated or requested by the applicant.

A. Individual Applications:

Individual applications are eligible to receive up to \$30,000 of matching funds. Each individual entity can have a maximum of two applications (one Individual and one Regional application). Those entities having two applications cannot exceed \$40,000 as the combined total award from AOT. For example, if Flagstaff had an individual application for \$30,000 and a regional application in which they contributed \$40,000, the maximum amount that could be awarded to Flagstaff for both applications is still \$40,000. Regardless of the number of applications, no one individual entity may receive more than \$40,000. Please note: A DMO is allowed to apply for an additional \$20,000 above the cap on their individual application for coordinated market efforts with a local nonprofit tourism organization.

B. Regional Applications: (20 bonus points apply)

Regional applications are eligible to receive up to a maximum \$130,000 of matching funds cumulatively for all partners in the entire region. A region consists of a group of three (3) or more incorporated, nonprofit organizations or governmental units that promote three (3) or more communities as a single regional tourist destination. As an example, a region might include partners such as a chamber of commerce, U.S. Forest Service, and a Native American Tribe. It could also be three chambers of commerce located in close physical or geographic proximity with similar objectives. Regions are not limited to those marketing regions previously identified by AOT for promotional purposes. Except for federal and Tribal partners, regional partners must be able to show evidence of being the established DMO, the primary unit responsible for the promotion and marketing of a destination on a year-round basis.

- TEAM encourages local and regional cooperative efforts. In most cases with two or more organizations from a single community submitting independent applications, only one application will be selected for funding with priority being given to the recognized lead DMO, such as the chamber of commerce or convention and visitors bureau.
- All participating DMOs must have a verifiable tourism marketing budget and planned programs beginning no later than fiscal year 2007.
- In regional applications, the maximum award amount is \$40,000 per eligible entity and \$130,000 maximum for the entire region. For example, if Pinetop/Lakeside, Snowflake/Taylor, Show Low and Springerville-Eagar chambers of commerce were to apply as a region, the maximum allowable award would be \$130,000 for the region. Each regional partner must be able to contribute a minimum of \$1,000 in matching funds to the regional grant.
- It is required that all regional applications provide evidence that they can support a five-day tourist-oriented itinerary and a combination of at least 500 hotel beds, campground sites and/or recreational vehicle sites within the region. Please provide documentation and attach to application.
- All regional advertising and promotional projects receiving funding through TEAM must incorporate product information and the names of all regional partners.
- Indicate the name of all participating regional partners, their source of funding and their dollar contribution (must be at least \$1,000 per partner). Example:

Individual, Regional or Not-for-Profit Partner	Source of Funding	Dollar Contribution (min. \$1,000 per partner)
City of Benson	Bed Tax	\$5,000
Sierra Vista Convention & Visitors Bureau	Chamber membership dues	\$4,000
Tombstone Chamber of Commerce	Bed tax	\$2,000

Total \$11,000

Application Procedures

- **Nonprofit Status:** Each member of the region must provide a signed nonprofit status affidavit (see Appendix B).
- **Matching Dollar Requirements for Individual and Regional Applications:** According to administrative regulations registered with the Office of the Attorney General and reviewed during 1994, applicants' matching funds must be equal to at least 50 percent of the total project budget. In other words, AOT can reimburse a maximum of 50 percent of the dollar amount expended by the applicant, not to exceed the total award amount. As in any program utilizing state funds, the state reserves the right to audit all relevant financial data.

9. **Signatures:** The signatures on the application certify compliance with all TEAM guidelines. Applications must bear the signatures of the Project Coordinator and the Administrative Official (the person authorized to commit the applicant to provide matching funds). Two different signatures are required for processing.

SECTION B: EZ ADVERTISING

EZ Advertising Application Form

EZ Advertising provides an opportunity for qualified organizations to receive funding for 50 percent of all print advertisement placements as listed in the EZ Advertising section. In Appendix A, Section B, check the box of those EZ Advertising co-op opportunities in which you would like to participate. EZ Advertising publication profiles are found on page 27. All EZ Advertising applications will be evaluated.

Once approved for matching funds and due to the specific nature of the EZ Advertising program, no changes or cancellations are allowed within the EZ Advertising portion of the program unless a publication has been cancelled.

EZ Advertising Publication Selection Criteria

EZ Advertising publications selected for fiscal year 2007 are located in the Appendix. In some cases, formatted ads have been offered. This will require applicants to provide copy and a photo to the publication or AOT's ad agency, who will design and produce the ad at no cost to the applicant. Please provide additional copy points that may be used to describe and highlight your community, region or destination. If a display ad is selected, applicants will be required to send camera-ready ad materials to the publication. Publications are selected based on the following criteria:

- Feedback collected from the annual TEAM survey distributed to TEAM participants.
- Competitive proposals received through a Request for Proposal (RFP) process to the media.
- Historical performance of the publication in the EZ Advertising program.

EZ Advertising Elements

- Be advised that rates as presented in Appendix A, Section B: EZ Advertising, are GROSS. If an entity is not placing the ad through an agency, net rates may be billed.
- Do NOT complete the reimbursement request form as it does not apply to EZ Advertising. EZ advertisers will be billed 1/2 of ad costs direct from publication.
- No changes or cancellations to the selected publications will be made after the application is approved and award made, unless the publication issue is cancelled, unless otherwise requested by AOT.
- Production costs for ads are not reimbursable through EZ Advertising.
- Advertiser is responsible for 50 percent of total gross rate as noted in Section B: EZ Advertising publication insertion cost.

Application Procedures

EZ Advertising Guideline Requirements

- Obtain ad approval from AOT prior to placing your ad. Please submit your ad to AOT 14 days prior to material deadline.
- All ads must have AOT Grand Canyon State logo. Logo must be legible and of equal size to the participants' logo or must have reasonable equal visibility at AOT's discretion. Please see logo guidelines for specifics, page 19.
- AOT logo should be placed on the bottom right, bottom left or bottom center only.
- If ad is four-color, AOT logo is required to be in four-color.
- Only one toll-free number, direct number or Web site address (other than AOT's) is allowed.
- If an ad is placed within one of the combined "Arizona" sections or in an AOT publication, AOT will notify the participant that an AOT logo will not be required on that specific advertisement.
- Advertisements placed in the Arizona Official State Visitors Guide do not need to include an AOT logo.
- Please include in your application a copy of the fulfillment piece that will be used as a fulfillment to leads.

Note: Applicants may use Section C (print placement) to request funding for EZ Advertising production expenses.

PLEASE NOTE: Without prior written AOT approval on an advertisement, AOT will not be responsible for paying for any EZ advertising placement. In this case, the advertisement cost would be the TEAM participant's responsibility.

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SECTION C: ADDITIONAL PROJECT ELEMENTS

This section of the application lists all the additional projects for which TEAM funding is available.

1. Strategic Planning and Research

List the name and type of project, a brief description, the budgeted cost and the selected contractor. Remember to include a scope of work/contract with your application. Example:

Name/Type of Project	Brief Description	Cost
Strategic Plan	Development of a strategic plan focusing on tourism	\$10,000
Conversion Study	Profile conversion from inquiry to actual visitor	\$7,500

Specify selected contractor here: Arizona State University West

2. Product Development

The Arizona Office of Tourism will offer matching grants to support research and development of new and significant tourism products. **Matching funds can not be used for infrastructure.** Project proposals must successfully demonstrate potential for sustainable economic impact from tourism-related business. Applicants must determine the amount of matching funding needed to successfully complete and implement their particular plans. All requests must focus on creating a blueprint to develop a tourism product that increases the local community or region's tourism business over an extended period of time. Example:

Name/Type of Project	Brief Description	Cost
Product Trend Analysis	Identify tourism trends for consumers	\$5,000

Requests will be accepted from Arizona communities, regions, associations and organizations with similar markets or related products, or partners interested in tour and travel development. However, the group(s) must identify an "official application" to serve as the administrator and fiscal agent.

Specify selected contractor here: Tourism Development Associates

3. Print Placement/Production (magazines and newspapers)

Specify name of the publication, the size of the ad (for newspapers, size should be specified in column inches; for magazines, FP = full page, 1/2P = half page), the color, (i.e., 4C = four-color, b/w = black white), the issue date, the distribution, circulation number and the budgeted cost of each placement. Budgeted cost for print placement may include production costs for materials specific to each insertion. See example below:

Publication Name	Ad Size/Color	Issue Date	Distribution	Circulation No.	Production Cost
Outside Traveler	1/2 P, 4C	October 2006	National	125,000	\$950
Sunset	1/2 P, 4C	June 2, 2007	Total Arizona circulation	630,000	\$575
Arizona Republic	1/2 P, Display	June 2, 2007	National	16,000	\$575

Application Procedures

4. Broadcast Placement/Production (radio and television)

Specify the station(s) call letters, the designated market area (DMA) where the spot will run, the length of the spot and frequency (number of times spot will run), the broadcast dates and the budgeted cost. Budgeted cost for broadcast placement may include production costs for materials specific to each insertion. See example below:

Station Call Letters	DMA	Spot Length/ Frequency	Broadcast Dates	Budgeted Cost
KMLE	Phoenix Metro	:60/50	Jan 15-30, 2007	\$5,000

5. Outdoor Placement/Production (billboard, bus panels)

Specify the type of outdoor placement, the highway locations, the county, size, dates of display and the budgeted cost. Budgeted cost for outdoor placement may include production costs for materials specific to each insertion. See example below:

Type of Placement	Highway Location	County	Size	Dates	Budgeted Cost of Placement
Billboard	Hwy I-10's, Exit 297, Right-Read	Cochise	10'x40'	11/15 - 12/15/2006	\$1,500

6. Online Advertising Placement/Production

Describe the portal or search engine on which the advertising placement will appear, as well as the Web site address, a description of the type of advertisement (e.g. banner ad, link, skyscraper, HTML newsletters, sponsorship) and a brief description of the Web site target market, the dates and the budgeted cost. Budgeted cost for Internet placement may include production costs for materials specific to each insertion. Example:

Portal/Search Engine	Web site Address	Ad Description	Target Description	Dates	Budgeted Cost
Orbitz	www.orbitz.com	Skyscraper	Travel News page	11/2006	\$5,000

7. Web site Development (tourism-related sites only)

This section is to be used for an entity's or region's own Web site. Please note that TEAM funding is available for sites that feature tourism-related material only. In this table, applicants must list the name of the Web site, the URL (Web site address), project description and the budgeted cost. If a Web site developer has been selected, specify the name of the contractor. Remember to include a scope of work/contract with the application. The applicant must also include in their project justification how the Web site will be advertised/promoted and a brief description of what will be featured on the site. For example:

Name	Web site Address	Project	Budgeted Cost
Cottonwood Chamber of Commerce	www.cottonwood.verdevalley.com	Update of interactive site and hosting fees	\$6,000

Specify selected contractor here: Webmaster Inc.

Application Procedures

8. Printed Materials (brochures, maps, travel guides, direct mail and postage to support these specific materials)

List the type of printed material, the target audience, the quantity required, the area of distribution, postage for fulfillment (if applicable) and the budgeted cost. If a printer has been selected, list the name of the contractor. Example:

Name/Type of Printed Material	Target Audience	Quantity	Distribution	Budgeted Cost
Fulfillment/brochure	Regional, Statewide	5,000	Consumer	\$7,500
Direct Mail Campaign/Postage	Travel Agents	1,200	Tour Trade	\$3,200

Specify selected contractor here: Professional Brochure Co.

9. Audio-Visual Materials (film, video tape, slides, CD-ROM, DVD)

List the type of audio-visual material, the target audience for the material, the quantity required, the distribution and the budgeted cost. If a vendor has been selected, list the name of the contractor. For example:

Type of Audio-Visual Material	Target Audience	Quantity	Distribution	Budgeted Cost
Business Card Size CD-Rom	Tour Operators	250	Trade Shows/Direct Mail	\$7,500

Specify selected contractor here: Interactive Travel CD Co.

10. Special Marketing Opportunities

This category applies to travel shows (booth space, registration fees), familiarization tours (FAM hosting costs for travel agents, tour operators or travel writers), and educational conferences (Governor's Tourism Conference, etc). List the name of the marketing opportunity, the dates and location, the target audience and the budgeted cost. Allowable FAM hosting costs include: airfare, ground transportation (no fuel) and lodging. Include list of potential participants and an Arizona itinerary with application. Example:

Marketing Opportunity	Date	Location	Target Audience	Budgeted Cost
World Travel Market	Nov 12-15, 2006	London	Tour operators/media U.K./Europe	\$3,200
Media Relations FAM	February 2007	Central AZ	Travel Writers/Golf publications	\$2,500

11. Media Communications and Public Relations

List the name and/or type of project, a brief description of the activities involved and a budgeted cost. If a PR firm has been selected, list the name of the contractor. Remember to include a scope of work/contract with your application. Example:

Name/Type of Project	Brief Description	Target Audience	Budgeted Cost
Public Relations Contract	Media releases, special promotions	In-State Consumer	\$5,000

Specify selected contractor here: ABC Public Relations Group

Application Procedures

Non-fundable Items

The following items cannot be funded through TEAM:

- Administrative expenses of any sort by the applicant or any agent of the applicant, including any commissions, fees or other expenses for administration of the project.
- Employee salaries.
- Entertainment and honorarium.
- Food and beverage.
- Audio-visual equipment rental.
- Equipment purchase and rental.
- Hosting costs related to meeting planners.
- Personal incentives, to include: gifts, food and beverage, reception, banquet.
- Items for resale.
- Business directories of any kind (in ads, brochures, etc.).
- Beauty pageants and parades.
- Infrastructure.
- Prizes, trophies, plaques, decorations, trinkets, hats, shirts, banners, flags, floats.
- Program booklets, stationery, table tents, membership solicitation literature.
- Travel expenses (except for approved trade shows, familiarization tours and educational conferences).
- In-house administrative postage and office supplies.
- Donations and in-kind contributions to sponsors.
- Construction of permanent structures such as monuments, signs and fixtures.
- Gasoline, parking fees or mileage.
- Anything contrary to state law.

SECTION D: MARKETING PLAN

This portion of the application is intended to provide applicants with the opportunity to justify their proposed marketing activities. The following elements should be in your marketing plan:

1. Objectives of each project element - Must be measurable, within a determined time frame and point to an end result.
2. Situation Analysis - Discuss factors that influence your marketing strategy.
3. Target Market - Include demographic, geographic, activities and travel motivators.
4. Strategies - The four P's of marketing: product, price, place, and promotion.
5. Methods of tracking - Each project element must state reliable and accurate tracking method.
6. Evaluation - Explain how you will determine whether/when your objectives are met.

For each TEAM-funded activity you will be required to provide a measurement methodology that will be used to determine the activity's level of success. This information will be requested on the Project Effectiveness Form. Please see examples below of the information required.

1. Strategic Planning & Research: Please provide research results or strategic plan.
2. Product Development: Please provide description of project and how it is increasing opportunities for visitation to the community or region. Has the project been initiated? Is there an increase in retail sales, occupancy levels at various accommodations or tourism facilities and attractions? Is there an increase

Application Procedures

in tax revenues? If the project was a special event or festival, how many visitors attended? Has there been an increase of visitors at the local visitor information center or the chamber of commerce or tribal tourism office? Is there an increase in inquiries for information on the destination?

3. EZ Advertising/Print Placement – Provide number of leads and cost per lead analysis.
4. Broadcast Placement/Production – Provide station information for listenership or viewership, details of placements including length/frequency and date and tracking information.
5. Outdoor Placement/Production – Provide placement information of viewership, details of placements and tracking information.
6. Online Advertising – Provide description of advertisement, location, dates, frequency, click throughs, leads generated if possible and any other tracking information.
7. Web site Development – Provide number of unique visitors compared to a similar time period from the previous year.
8. Printed Materials – Provide leads generated from printed materials and tracking results.
9. Audio-visual – Provide tracking/final outcome results.
10. Special Marketing Opportunities – Provide tracking/final outcome results of FAM tours, generated articles, generated leads, number of people at booth, number of information requests, number of brochures/packets used, etc.
11. Media/Communications & Public Relations – Provide final outcome results of FAM tours, generated articles, generated leads, number of people at booth, number of information requests, number of brochures/packets used, etc.

To obtain tourism-related research on your community, region, or the state as a whole, contact the Arizona Hospitality Research and Resource Center (AHRRC) of Northern Arizona University at (928) 523-6205.

SECTION E: SUPPORT DOCUMENTATION AND CHECKLIST

- ☐ Completed signed application.
- ☐ A copy of the TEAM FY07 Certification Workshop Certificate.
- ☐ Nonprofit Affidavit (see Appendix B) and Indemnification and Verification (see Appendix C). Regional applications must have a signed affidavit from each regional partner.
- ☐ Printing estimate(s) if applicable.
- ☐ Postage fulfillment estimate(s) if applicable.
- ☐ Scope of work/contracts for all outside vendors (i.e., public relations or advertising firms, Web site developers, research firms, product development, consulting, etc.)
- ☐ For regional applications: Evidence that the region can support a five-day tourist-oriented itinerary and a combination of at least five hundred (500) hotel beds, campground sites, and/or recreational vehicle sites within the region.
- ☐ Is your marketing plan complete?
- ☐ Is your application typed, tabbed and bound?

Please note: Do not add anything to your application that is not requested.

Schedule of Events

SECTION F: SCHEDULE OF EVENTS

January 2006

01/24/06 TEAM Workshop Sedona

01/31/06 TEAM Workshop Payson

February 2006

02/06/06 TEAM Workshop Chandler

02/08/06 TEAM Workshop Lake Havasu

02/13/06 TEAM Workshop Benson

02/15/06 TEAM Workshop Scottsdale

April 2006

04/07/06 Deadline for completed TEAM applications, 5:00 p.m.

Ongoing Application review

May 2006

Ongoing Application review

June 2006

06/30/06 Tentative award notification

July 2006 – June 2007

07/01/06 – 06/30/07 FY07 Ongoing program activities

October 2006

10/13/06 FY06 End-of-year project evaluation due

April 2007

04/29/07 Project withdrawal deadline

May 2007

05/11/07 Last day to submit reimbursement requests for FY07 projects

Evaluation Process

Evaluation Process

Applications, including all EZ Advertising, will be processed for evaluation by tourism professionals. In approving applications, prime consideration for funding will be given to projects scoring high on the Application Evaluation Form (see Appendix D).

Once a decision on the level of funding had been made, applicants will be notified in writing. The amount of funds awarded to approved applicants will be determined based upon those funds available to the TEAM program and the merits of the individual projects.

Tips on Strengthening Your Evaluation Score and Maximizing Funding

- Regional applications will receive an additional 20 bonus points if their evaluation score meets the minimum score of 45.
- Make sure that tourism development and promotion is the primary aim of your project(s).
- Include justification for your project(s).
- Focus your marketing objectives on promoting not only your particular area, but also the rest of the region or state.
- Increase the majority of your marketing reach to out-of-region or out-of-state consumers.
- Include all the proper documentation (e.g., marketing plan, workshop certificate, printing estimate(s), etc.). For your convenience, use the Support Document Checklist (Section F).
- Present your application in a clear, easy-to-read format (i.e., typed, spiral bound and tabbed).

Special Terms and Conditions

- Any changes to the projects listed in your application will not be considered as eligible expenses unless prior approval is requested in writing, and granted by AOT.
- AOT must be notified in writing by April 30, 2007, if the applicant does not plan to request reimbursements for any approved project(s). Failure to do so will strongly impact future awards.

Please Note: FY07 TEAM funding will not be approved for organizations who participated in past years if they:

- 1) Have not submitted their FY05 project evaluation;
- 2) Have not paid their 50 percent portion of EZ Advertising for FY06 or earlier and/or;
- 3) Have not paid vendor(s) who have provided services during FY06.

Basic Project Requirements

The primary focus of all TEAM projects must be to promote tourism and attract visitors from appropriate markets. Additionally, TEAM's focus is to enhance economic development within the state to the maximum extent possible. Therefore, when purchasing services or products with TEAM funds, companies located in Arizona should be given consideration.

- Project applicants cannot transfer funds from one specific TEAM project to a different project without prior written approval from AOT.
- AOT approval for all project items is mandatory and may take up to 14 business days from the date of receipt. Please plan ahead.
- When using print media, publications should be chosen based upon the appropriate target audience as stated in the applicant's marketing plan. Statewide and out-of-state publications are strongly encouraged.
- AOT's "Grand Canyon State" logo (below) must be featured prominently on all print, outdoor and television broadcast placements, as well as all printed materials and audio-visual projects. If the project is produced in four-color, AOT's logo should also be in four-color. Logos are available from AOT on diskette or printed format. Logo usage guidelines are available in the Tourism Development section of www.azot.com. Please see AOT Logo Guidelines for more specific information, page 19.



- AOT's Web site logo (below) must be featured prominently on all Internet advertising and Internet Web site development projects. Logos are available from AOT on diskette, in printed format or on www.azot.com.



- Special events, festival advertising and/or promotion are limited to the first two (2) years of the event or festival. TEAM grant money is intended to help get an event started and to become self-supporting. A special event or festival can only receive TEAM funding for advertising and promotion after the first two (2) years when it is advertised in a series or seasonal format with at least three (3) events.
- TEAM funds must not be used for any marketing effort (ads, brochures, flyers, etc.) that would also include a sponsor or co-advertiser, which by itself would not be eligible for TEAM funding. Thus, a magazine advertisement for Bisbee using TEAM funds could not include the Bank One, APS, or Phelps Dodge name or symbol.
- The names of private, for-profit entities must not be used in any portion of a TEAM funded project. For example, TEAM funds could not be used by the Tempe CVB to advertise for the Courtyard by Marriott. The only exception where the name of for-profit entities may be used is when the entity is an independent generator of tourism (i.e., a destination driver).
- A destination driver must attract tourists by itself, as opposed to serving tourists that are already in the community. Examples include the Historic Copper Queen Hotel in Bisbee and the Verde Canyon Railroad in Clarkdale. Uniqueness and differentiability are key; services such as banks and realty offices are unacceptable. The TEAM Committee will determine whether an entity is a destination driver.
- No more than three (3) for-profit destination drivers may be mentioned in an ad smaller than 1/2 page. The maximum for 1/2 to 1 page is five (5) attractions, and for a multi-page advertisement or brochure no more than ten (10) should be named.
- Photos of a for-profit attraction that is a destination driver may be used in advertorials and brochures, but not on the front cover. The size of a photo must be consistent with other photos in the piece. Copy related to for-profit entities must be informational only, and there may be no phone numbers or addresses included for the attractions – all inquiries must go to the DMO/applicant. The names of these attractions must be kept at the same font size as the surrounding copy, but may be bolded. Please keep in mind that this opportunity exists only so that applicants will not have to exclude information about attractions that are vital to the community's tourism.

AOT Logo Guidelines

- A for-profit destination driver should be promoted only in addition to the promotion of the destination as a whole, so that the primary emphasis of the promotion is on the destination, not the for-profit entities.
- All marketing efforts must be at least 50 miles outside of local area.

AOT Logo Guidelines

The purpose of these logo usage guidelines is to help achieve a consistent and coordinated look in advertising and marketing materials produced for tourism promotion throughout Arizona.

The uniform use of the Arizona Office of Tourism theme and logo "Arizona, Grand Canyon State," will enhance the recognition of ads and maximize our collective investment in marketing and media placement.

These guidelines are not intended to inhibit creativity or to increase the difficulty of production, but rather are provided to assist in communicating a consistent and positive identity for Arizona.

To ensure the success of the Arizona branding and to guarantee the quality and consistency of Arizona's brand identity, each user of the logo must comply with the design guidelines provided in this document.

The AOT logo is available in four versions:

1. Black/white logo on black background
2. Black/white logo on white background
3. Four-color logo on white background
4. Four-color logo on black background

If you have any questions concerning logo usage, or if you need additional assistance, please contact Karen Bult, Tourism Development Manager, by phone at 602-364-3708, by E-mail at kbult@azot.gov or Michael Leyva, Tourism Development Director, by phone at 602-364-3723, or by E-mail at mleyva@azot.gov.

Logo Usage Requirements

- AOT written approval for all TEAM-related marketing activities (i.e. EZ Advertising, Print Placement, Outdoor Placement, Internet Advertising, Printed Materials, etc.) is mandatory. Written approval may take up to 14 business days from the date of receipt. Please plan ahead.
- AOT logo is required on all EZ Advertising placements.
- The AOT logo must be legible and of equal size to the participant's logo or must have reasonable equal visibility at AOT's discretion.
- Without prior written AOT approval, AOT will not be responsible for paying for any ads or fulfilling reimbursement requests.
- AOT logo should only be placed on the bottom center, bottom right, or bottom left of an advertisement, billboard, printed material, etc.
- When utilizing the logo on printed materials such as a brochure, the logo is to be placed on the bottom 1/3 of the front or back of the collateral.
- When utilizing the logo on television spots, CD's, DVD or video/film production, the logo should never appear smaller than 1/3 of the width of the screen.
- Every ad placement or creative project, whether used in previous years, is required to have written AOT approval prior to placement, production or printing.
- If the project is produced in four-color, AOT's logo must also be in four-color.

Project Element Guidelines

Specific Guideline Requirements for Project Elements

All projects must have a reliable method of tracking results for each project.

Strategic Planning and Research:

- Contracted planning and research services are reimbursable. These include visitor profile research (identifying strong potential market and marketing strategies), SWOT analysis, feasibility studies, database development, etc.
- A detailed explanation of the project need, proposed methodology and scope of work must be included in your application. Once a contractor has been selected, a copy of the contract must be sent to AOT.
- Request must include a description of how this project will improve economic activity related to tourism.
- Research costs associated with a contracted fulfillment house are reimbursable. This includes monthly inquiry reports, data analysis and inquiry demographic data.

Product Development:

- An overview of the collaboration and why the primary participants/communities are involved.
- A narrative of the proposed scope of development (a project overview).
- A detailed explanation of the project need, proposed methodology and scope of the work. Once a contractor has been selected, a copy of the contract must be sent to AOT.
- An affirmation of the eventual outcome at the end of the development period, including next steps, continued support and funding and a long-range vision, including who will remain in charge of the project's future.
- Letters of endorsement from participating communities and signed by the designated representative of each organization.
- Request must include a description of how this project will improve economic activity related to tourism.

Print Placement: Newspaper, Magazine

- A copy of the proposed advertisement must receive annual creative approval in writing from AOT prior to final production and placement. Approval from AOT can be obtained by sending them to AOT prior to placement of ads. Approval may take up to fourteen (14) business days; please plan ahead. Failure to obtain written approval may jeopardize reimbursement.
- The AOT "Grand Canyon State" logo must appear on all print ads; please see logo guidelines for more information, page 19.
- Magazine advertisements are allowed in major Arizona visitor guides (greater than 100,000 annual circulation).
- Only one toll-free number, direct number and Web site address is allowed.
- Production costs are reimbursable for insertions listed in the application and may be included as part of the budgeted cost.

Outdoor Placement: Billboards, Bus panels, Outdoor Electronic, etc.

- Billboard placements are allowed on interstates or major highways outside of the project's county limits. Exceptions must be requested in writing and included with application.
- A photograph or layout of the proposed billboard content must be submitted for prior written approval from AOT and must contain the AOT "Grand Canyon State" logo (the logo must be legible from the adjacent roadway). Please see logo guidelines for more information, page 19.
- Only one toll-free number, direct number, and Web site address is allowed.
- Production costs are reimbursable for billboard placements and may be included as part of the budgeted cost.

Broadcast Placement: Radio, Television

- Text copy (script) for radio spots must be submitted for prior approval from AOT.
- Text copy (script) for TV spots, and TV storyboards, must be submitted for prior approval from AOT.

Project Element Guidelines

- Radio ads are required to include the wording “Arizona Office of Tourism,” and must reach outside the county/region, preferably out-of-state.
- The AOT “Grand Canyon State” logo must appear on all television ads. Please see logo guidelines for more information, page 19.
- Only one (1) toll-free number, direct number and Web site address is allowed.
- Production costs are reimbursable for broadcast placements and may be included as part of the budgeted cost.

Internet Advertising: Banner Ads

- All Internet advertising must promote a Web site that features the AOT Web site logo on the home page of the site.
- All Internet advertising must receive annual creative approval from AOT prior to final placement. Approval from AOT can be obtained either by including the ads and schedule with the application, or by sending them to AOT prior to placement of ads. Approval may take up to fourteen (14) business days. Please plan ahead. Failure to obtain written approval may jeopardize reimbursement.
- The home page of the Web site being promoted by the ad placement must also receive annual creative approval from AOT.
- “Arizonaguide” logo must be placed in top banner or side, and be viewable from opening window.

Web site Development: Enhancement

- Funding is available for the development of a new tourism site, update or enhancement of an existing tourism site, hosting fees, and other services.
- All sites must have AOT's Web site logo on the home page and must provide a link on the home page to AOT's Web site at www.arizonaguide.com and must be placed in top banner or side and viewable from opening window.
- The home page must receive annual creative approval in writing from AOT.
- Information on these sites is restricted to tourism information and promotion. For example, a chamber of commerce Web site should not include information on chamber meetings, membership benefits, sales of any type and other non-tourism related information.

Printed Material:

Brochures, Maps, Travel Trade Guides, and other Visitor Fulfillment (non-advertising supported), etc.

- Graphics, layouts and text copy must be submitted on an annual basis for written approval from AOT prior to its final production. Approval may take up to fourteen (14) business days. Please plan ahead.
- The AOT “Grand Canyon State” logo must be prominently featured; please see logo guidelines for specifics, page 19.
- The minimum size must be 3.5”x 8.5” in order to be considered for brochure rack display.
- For-profit entities cannot be mentioned in the copy unless they can be considered a “destination driver.” See page 18 for examples and restrictions related to destination drivers.
- Printed literature must include a complete address, phone number with area code, and Web site address if applicable. It is also a requirement to include the quantity and date printed. For example: (10,000-09/06).
- A print estimate, written on the printer's letterhead, must be submitted with the application.
- A majority of the distribution must be outside of the applicant's geographical area or region. An explanation detailing where, through what distribution channels, and in what quantity the brochures will be distributed must be included in the marketing plan.
- Highway maps must reflect a geographical outline and provide direction and distances to the traveler. They must be folded to rack size, reflecting the city and state's name as well as the AOT “Grand Canyon State” logo.
- Travel trade guides should be targeted toward meeting planners, travel agents or tour operators.
- If contract distribution service is requested, also include terms and extent of contract.

Project Element Guidelines

- All publications distributed in foreign countries should also include the words “Printed in USA,” a West Coast map of the United States highlighting Arizona, a temperature chart (if included) in degrees Celsius, mileage converted to kilometers and address listing with city, state, zip code and “USA.”
- Do not use toll-free numbers, such as 800, 888, etc. that are not accessible in desired markets.

Literature Distribution of Printed Material:

- Ten (10) percent of the total quantity printed must be made available to AOT on an as-needed basis for use in its Welcome Centers and Visitor Inquiry Program.
- Materials for specifically dated events should be shipped to the individual welcome centers at least two months prior to the event.
- Literature should be shipped prepaid and marked for inside delivery in boxes not exceeding 30 pounds, with the quantity and contents clearly marked on each box, or they will not be accepted.
- Material distribution services may be contracted out to companies that have previously provided such services as their primary business.

Customer Database Development:

- Participants in the TEAM program also have additional marketing opportunities available for funding. Database and/or electronic marketing options include leasing names, addresses and E-mails from AOT's consumer database, purchasing contact information for specific markets and using AOT's database management to gather pertinent information on current customer lists. In addition, there are opportunities to participate in AOT's monthly E-newsletter or custom build an E-blast. Cost recovery for these services begins at \$750 and increase based on the type of database development requested and number of names leased. For more detailed information and costs, contact AOT's Fulfillment Manager.

Audio-Visual Marketing Materials: Film, Videotape, Slides, DVDs, CD-ROM, etc.

- These must be intended as promotional pieces designed primarily to attract non-resident visitors and appeal to more than just local citizens.
- Film and videotape productions are required to include the AOT “Grand Canyon State” logo. Please see AOT Logo Guidelines for more information, page 19.
- Prior to production, a script outline and proposed photography must be submitted to AOT for approval.
- For-profit businesses may not be included unless they qualify as destination drivers.

Special Marketing Opportunities: Travel Shows/Familiarization Tours/Educational Conferences/Festivals

- Travel show booth space includes the cost of allotted space as outlined by the travel show contract. This does not include electricity, food and beverages, rental of equipment or other services within the booth.
- Literature shipping cost is restricted to the commercial freight expense incurred to transport printed materials to designated travel shows.
- Rental or construction costs of the booth itself are not reimbursable.
- Travel costs can be reimbursed on a matching basis up to \$1,000 per out-of-state show. The only reimbursable items are airline tickets and hotel rooms at designated hotels. If there is no designated hotel, a maximum room rate of \$150 per night applies. Incidentals, food and beverage is not reimbursable. Note that rental cars, parking, gas or mileage will not be reimbursed under any circumstances.
- Accommodation costs are reimbursable for in-state travel shows taking place more than 100 miles from the applicant's place of business.
- Upon completion, it is required that you submit a trip report which details contacts made at the trade show, or educational seminars attended. Without this information, a reimbursement will not be made.
- Include list of potential attendees (tour operators, travel agents, travel writers) and qualifications.
- Include itinerary and budget for FAM tour with application.
- Include educational conference program agenda.

TEAM Point System

Media Communications and Public Relations:

- For contracted PR services, a detailed explanation of the planned activities must be provided with the application. Once a contractor has been selected, a copy of the contract must be sent to AOT outlining the scope of work and services.

Team Point System

Projects that meet the stated criteria for qualifying projects are not guaranteed funding. TEAM funding is not based on need, but rather on the quality of the application submitted. All applications are reviewed by the TEAM Committee and are scored using the Application Evaluation Form (see Appendix D). Applications can earn up to 100 points. Any application scoring lower than 45 points (out of 100) will be ineligible for funding.

Regional entities that are submitting applications and score at least 45 points on their evaluation will receive an additional 20 bonus points to their overall score once all scores have been tallied.

Reimbursement Procedures

The following is a step-by-step guide for completing the Reimbursement Request Form.

- Complete the Reimbursement Form, located in Appendix E. This form is also available on diskette, via E-mail, or by visiting the Tourism Development section of www.azot.com.
- Reimbursements will be processed and distributed within 30 days after receipt. This only applies to reimbursements that are correctly completed and contain all the necessary support documentation as outlined in this guide.
- Reimbursement forms DO NOT need to be completed for any “EZ Advertising” placement in which your entity has participated with AOT approval. You will be billed directly by the publication for 50 percent of the total cost of the placement. Organizations must pay for the advertising in a timely manner.

SECTION A: APPLICANT INFORMATION

- Complete the information from the original application, noting any change.

SECTION B: REIMBURSABLE ITEMS

- Identify each reimbursable item under the appropriate heading. A reimbursable item is one that has been pre-approved by AOT from your original application or has received approval for change and that was performed according to TEAM guidelines.
- In the “Dollars Spent” column, indicate dollars spent — i.e., the amount you paid to accomplish this item. Please make sure that other amounts from your invoice, such as balance forward and late fees, are not included. Please use the same terminology as was used in the application to describe the items or marketing projects.

Documentation

For each item listed in Section B, the following documentation must be included with the reimbursement request. When submitting a reimbursement request for multiple projects, group the documentation by project in the order in which the projects appear on the reimbursement form.

1. Proof of Charge from Vendor: Submit legible invoice copies reflecting date, description and dollar amount.

Monthly statements are not acceptable. Only itemized, dated invoices can be considered for reimbursement.

A contract that states the charge for the item is also acceptable in cases where no invoice was issued.

2. Proof of Payment: Proof of payment must be established prior to reimbursement. Any one of the following items can be used as proof of payment of the expense:

- Cashier's Checks — Include copy of a certified check with each invoice. The cashier's check should only reflect payment for expenditure items that are part of the funds sharing project.
- Canceled Checks — Attach a photocopy of the canceled check to certify proof of payment. Your canceled check should only reflect payment for expenditure items that are part of the TEAM project. Checks are only considered canceled when the bank's clearing house has encoded the check amount in the lower right-hand corner, or if the bank's stamp is affixed on the check indicating "paid."
- Copy of check and payment receipt from the vendor.

3. Proof of Implementation: Submit proof that the activity was actually performed. Evidence can include items such as ad placement tear sheets (verifying date and name of publication), insertion order, contract or comparable document from the third-party vendor, copies of audio or videotapes created, invoice indicating actual broadcast times and dates, actual printed materials, trip reports from trade shows, billboard photographs showing content, copies of press releases or copies of final research documents and conclusions.

SECTION C: TOTAL SPENT

- Total Reimbursement Request: Indicate the total dollar amount of all reimbursable items for the “Grand Total Spent.” If approved, 50 percent of the Grand Total Spent will be reimbursed up to the total amount of your award.
- Projects submitted for reimbursements that do not meet guideline requirements risk losing some or their entire award.

SECTION D: SIGNATURES

- The Request for Reimbursement must be signed by both the Project Coordinator and the Administrative Official as submitted in the original application.
- By signing this document, the signatories confirm that all information contained in the Request for Reimbursement is accurate and is in accordance with TEAM FY07 Guidelines.
- Failure to provide two original (not copied or electronic) signatures will result in denial and return of the reimbursement.

Deadline for Reimbursement Requests

All requests for reimbursement must be received by Friday, May 11, 2007. If you will be unable to provide your request prior to this date, you must contact AOT by Friday, April 6, 2007. The only late requests that will be accepted are scheduled ad placements whose dates of placement are in May or June of 2007. No other exceptions will be granted.

Program Effectiveness

At project completion, it is mandatory for each organization to assess their project's results using the Project Effectiveness Form located in Appendix F. This form is also available on diskette, via E-mail, or by visiting the Tourism Development section of www.azot.com. This information is used to compile pertinent data regarding the effectiveness of your project and the TEAM program. Project Effectiveness Forms are due no later than Friday, October 12, 2007.

Failure to complete a Project Effectiveness Form will affect your funding request in fiscal year 2008. The evaluation will be used when the TEAM Committee evaluates future applications to assess the effectiveness of the organization's marketing.

Failure to Comply

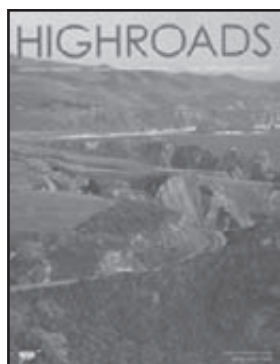
Failure to comply with any of the above-mentioned provisions can disqualify the applicant from receiving TEAM funding for the current and future years.

Further Assistance

Should you have any questions or require further clarification on the TEAM Program.

Karen Bult, Tourism Development Manager
Arizona Office of Tourism
Tourism Development Division
1110 West Washington, Suite 155
Phoenix, Arizona 85007
Ph: (602) 364-3708
Fax: (602) 364-3702

EZ Advertising Publication Profiles



AAA: HIGHROADS

Issuance 6 X year
Selected Insertions: **Materials Due:**
 Sept 2006 6/30/06
 May 2007 2/1/07
 Circulation 435,000
 Reader Profile-Median Age 49
 Reader Profile-Median HHI \$72,279
 Contact Michael Huffman
 Phone 877-416-3441
 Fax 616-588-6310
 E-mail mike@huffmanmedia.com

Highroads is designed and written for AAA members of Arizona. Readers are affluent, well-educated and participate in a wide range of outdoor activities. Highroads offers stories written by respected writers and nationally known authors who share their adventures and advice in every issue. With nearly 1 million readers, no other magazine matches Highroads presence in Arizona. Highroads readers travel throughout the year. You can continuously reach over hundreds of thousands of travelers from winter to fall.

ADDED VALUE: AAA Branch office distribution and key resource for AAA Travel Representatives for AAA Travel Agency.



AAA: LIVING

Issuance 6 X year
Selected Insertions: **Materials Due:**
 Jan/Feb 2007 10/16/06
 Circulation 473,462*
 Reader Profile-Median Age 48.8
 Reader Profile-Median HHI \$66,641
 Contact Bonnie Gill
 Phone 800-390-7466
 Fax 402-331-5194
 E-mail Bgill@homeandawaymagazine.com
 *This insertion has a modified circulation in Illinois only with an RSL to all seven states.

AAA Living is mailed bi-monthly to over 2.5 million members of the prime midwest states of Michigan, Illinois, Minnesota, North Dakota, Wisconsin, Iowa and Nebraska. It carries 95% travel editorial and is avidly used by the members: 81% (MRI) who take an annual trip each year and an average of 3-4 trips annually, over 36% (MRI) take 3 or more trips per year. The publication is a valued resource for travel planning by the member according to TIA.

ADDED VALUE: Supportive AZ editorial in the annual, RSL to full 2.5 million circ, full page advertisers receive a Web banner.

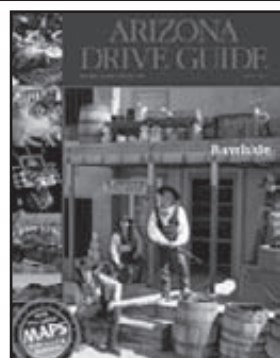


AAA: WESTWAYS

Issuance 6 X year
Selected Insertions: **Materials Due:**
 Nov/Dec 2006 6/30/06
 Circulation 3,600,000
 Reader Profile-Median Age 47
 Reader Profile-Median HHI \$74,699
 Contact Michael Huffman
 Phone 877-416-3441
 Fax 616-588-6310
 E-mail mike@huffmanmedia.com

Westways is the award-winning magazine for all members of the Automobile club of Southern California. For almost 100 years, readers have turned to Westways for local and international travel information. With 7.3 million readers, no other magazine matches Westways presence in Southern California. Westways readers travel more, spend more, and are more active than non-readers in the Southern California market.

ADDED VALUE: AAA Branch office distribution and key resource for AAA Travel Representatives for AAA Travel Agency




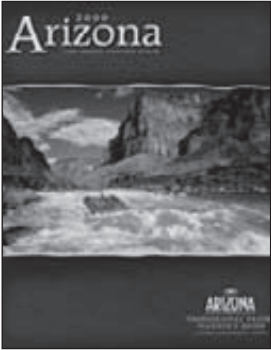
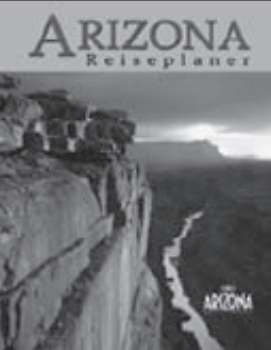

ARIZONA DRIVE GUIDE

Issuance 4 X Year
Selected Insertions: **Materials Due:**
 Winter 2006 10/27/06
 Spring 2007 1/27/07
 Circulation 150,000
 Reader Profile-Median Age N/A
 Reader Profile-Median HHI N/A
 Contact Cyndi Turer
 Phone 480-860-0328
 Fax 480-460-2345
 E-mail clturer@aol.com




Arizona Drive Guide is distributed exclusively at several car rental agencies. Arizona Drive Guide is designed to help tourists find: Where to Go, What to See, Where to Stay, and What to Buy as they drive. With its beautiful four-color maps, Arizona Drive Guide is the resource used again and again by one of Arizona's top income generators...tourists.

ADDED VALUE: Each advertiser will receive editorial and a listing in the calendar of events letting tourists know what they have to offer.




EZ Advertising Publication Profiles

	ARIZONA OFFICIAL STATE VISITOR'S GUIDE Issuance Annual Selected Insertions: Materials Due: Jan 2007 9/9/06 Circulation 620,000 Reader Profile-Median Age 46 Reader Profile-Median HHI \$142,000 Contact Kathleen Lockhart Phone 602-840-1434 Fax 602-906-3785 E-mail kathleen@hennenpmg.com	Arizona Official State Visitor's Guide (OSVG), the official fulfillment publication for the Arizona Office of Tourism (AOT), is the only magazine included in the primary information packet. It is mailed upon request FREE to consumers in response to inquiries generated by the State's advertising, PR efforts, and Web site (www.arizonaguide.com) domestically, and to Mexico, U.K., Germany, and Japan. ADDED VALUE: All have reader service cards for direct qualified leads that are E-mailed to advertisers. All include editorial mention.
	ARIZONA PROFESSIONAL TRAVEL PLANNER'S GUIDE Issuance Annual Selected Insertions: Materials Due: Jan 2007 9/9/06 Circulation 85,000 Reader Profile-Median Age 43 Reader Profile-Median HHI \$86,000 Contact Kathleen Lockheart Phone 602-840-1434 Fax 602-906-3785 E-mail kathleen@hennenpmg.com	Arizona Professional Travel Planner's Guide is the official fulfillment publication for the Arizona Office of Tourism's Travel Industry Marketing Division. This comprehensive statewide guide assists tour operators and travel agents in the United States and in key international countries (Japan, Mexico, Great Britain, Canada, and Germany). It is direct mailed to select tour operators and travel agents in response to client inquiries. It is also distributed at domestic and international trade shows. ADDED VALUE: Reader service cards for direct qualified leads that are emailed to advertisers. All receive editorial mention.
	ARIZONA REISEPLANER Issuance Bi-annual Selected Insertions: Materials Due: Oct 2006 8/25/06 Circulation 85,000 Reader Profile-Median Age n/a Reader Profile-Median HHI n/a Contact Dana Brockway Phone 520-544-3936 Fax 502-544-4609 E-mail adventuremedia@cox.net	Arizona's German-language vacation guide is published specifically for Arizona's largest overseas market. Printed every two years, The Reiseplaner reaches potential travelers, travel agents, tour operators and travel press. The award-winning publication is the primary collateral and fulfillment piece, used in all AOT promotions in Germany, Switzerland, and Austria. ADDED VALUE: Adventure Media International distributes at additional consumer travel shows and through regional visitor information centers.
	ARIZONA REPUBLIC/TUCSON STAR CITIZEN Issuance Daily Selected Insertions: Materials Due: Nov 2006 (Winter Vacation Guide) 11/5/06 June 2007 (Summer Vacation Guide) 6/10/07 Circulation 587,159 Reader Profile-Median Age 48 Reader Profile-Median HHI \$48,800 Contact Catherine Stewart Phone 602-444-8433 Fax 602-444-2049 E-mail catherine.stewart@pni.com	Annual Vacation Guide promoting various destinations and getaways for winter vacationers. Guide includes relevant and enticing editorial and picturesque photos. Publication is inserted in The Arizona Republic and Tucson's Arizona Daily Star. As an added bonus, the interactive section will be posted on azcentral.com for three months, providing added exposure for your Arizona destination. ADDED VALUE: The winter and summer vacation guides will also be available in interactive format online. ROS banner and travel newsletters are also offered as added value.




EZ Advertising Publication Profiles

	<p>AUDUBON Issuance 6 X year Selected Insertions: Materials Due: March 2007 1/1/07 Circulation 400,000 Reader Profile-Median Age. 50 Reader Profile-Median HHI. \$77,415 Contact Frieda Holleran Phone 707-935-9269 Fax 707-935-9297 E-mail frieda.holleran@thehollerangroup.com</p>	<p>Audubon connects people with nature. It provides a place for nature and wildlife enthusiasts, outdoor adventurers and environmentalists to learn, explore, and be inspired by the natural world's great beauty and extraordinary diversity. Described as "influential," readers are affluent, educated, baby boomers in positions of power and leadership...important trend-setters. Benefits: They will travel to your destination, spend money, stay longer, and tell all their friends. Your advertising message is multiplied.</p> <p>ADDED VALUE: For each advertiser: 1/6 page and larger, and individual Web site link. Value \$1,200. Matching Edit Readers Service Listing. Value \$800.</p>
	<p>AZFAMILY.COM Issuance Online Selected Insertions: Materials Due: Monthly TBD Circulation 8 million monthly page views Reader Profile-Median Age. n/a Reader Profile-Median HHI. n/a Contact Melissa Waller Phone 602-207-3765 Fax 602-207-3297 E-mail melissa_waller@azfamily.com</p>	<p>AZFamily.com is the official Web site of 3-TV and is the #1 television Web site in Arizona. AZFamily is part of Belo Corporation, the nation's 9th largest media company. With over 8 million monthly page views and 644,000 registered users, viewers can navigate through local and national news, "Good Morning Arizona," weather, entertainment, sports, family and education, home and garden and much more.</p> <p>ADDED VALUE: All creative will be handled by azfamily.com if needed.</p>
	<p>CANADIAN TRAVELLER Issuance Monthly Selected Insertions: Materials Due: Sept 2006 7/15/06 Circulation 14,000 Reader Profile-Median Age. n/a Reader Profile-Median HHI. n/a Contact Stephen Fountain Phone 250-861-9006 Fax 250-861-4811 E-mail stephenfountain@canadiantraveller.net</p>	<p>Canadian Traveller (CT) is Canada's only destination-focused travel trade publication, the official publication of the Association of Canadian Travel Agents (ACTA) and has the highest circulation of all Canadian Trade Publications. Published for over 19 years, CT provides the destination information and keys sales tips that travel professionals need to sell destinations, like Arizona, more effectively. For the last 5 years, CT has published AOT's sales guide in September for Canada with the 2006 issue being 56 pages.</p> <p>ADDED VALUE: Sales guide will be posted on Canadian Traveller's Web site for one year. Additional copies to be distributed at trade shows throughout the year.</p>




EZ Advertising Publication Profiles

	EAST VALLEY TRIBUNE Issuance Daily Selected Insertions: Materials Due: Apr 2007-Arizona Getaways TBD May 2007 Summer Escapes TBD Circulation 112,909 Reader Profile-Median Age. n/a Reader Profile-Median HHI. \$75,000 Contact Martina Marshall Phone 480-898-5638 Fax 480-898-6463 E-mail mmarshall@aztrib.com	<p>"Arizona Summer Escapes & Recreation" is a comprehensive guide to summer fun, excitement, knowledge and entertainment in beautiful Arizona. It focuses on outdoor and indoor activities. "AZ Getaways" is featured in our Travel Section once a year in April that gives inside information on destinations near and far. AZ Getaways gives useful tips that makes this section a sought-out information source.</p>
	EXPERIENCE ARIZONA Issuance Annual Selected Insertions: Materials Due: Jan 2007 10/1/06 Circulation 45,000 Reader Profile-Median Age. N/A Reader Profile-Median HHI. N/A Contact Christine Emmons Phone 602-277-6045 Fax 602-650-0827 E-mail cemmons@azbusinessmagazine.com	<p>For the first time, Arizonans have a complete resource directory of everything that is Arizona. We've chronicled Arizona's top tourism destinations, harrowing hiking trails, chi-chi night spots, delectable dining establishments, hot sports action, fun festivals, music venues, movie houses, and every outdoor adventure the state has to offer. Experience Arizona is the coolest thing to hit Arizona since air conditioning and the hottest adventure ride in the Southwest.</p>
	GROUP TOUR Issuance 4 X year Selected Insertions: Materials Due: Jan-Mar 2007 10/15/06 Circulation 14,603 Reader Profile-Median Age. N/A Reader Profile-Median HHI. N/A Contact Tom Ward Phone 925-673-0771 Fax 925-673-0773 E-mail tom@grouptour.com	<p>Group Tour Magazine (GTM) has a unique 18-year publishing history. The Western Edition is distributed quarterly to 15,000 group travel planners throughout the United States. Additional exposure is available through the copies we distribute at trade shows and send out in special mailings. Thousands of travel suppliers have utilized the pages of GTM. We get results! Over 78% of our readership use GTM ideas when planning future tours, and over 80% of our readers book hotels and attractions direct.</p> <p>ADDED VALUE: Online (www.grouptour.com): Skyscraper banner available for AZ Tourism, and other banners and listings available for other participation TEAM partners who advertise in Group Tour Magazine. Run times correspond with print flight.</p>





EZ Advertising Publication Profiles

	<p>LOS ANGELES MAGAZINE</p> <p>Issuance Monthly</p> <p>Selected Insertions: Materials Due:</p> <p>Oct 2006 8/15/06</p> <p>Circulation 150,000</p> <p>Reader Profile-Median Age. 51.5</p> <p>Reader Profile-Median HHI. \$137,500</p> <p>Contact Lizet Gamboa</p> <p>Phone 323-801-0037</p> <p>Fax 323-801-0103</p> <p>E-mail lgamboa@lamag.com</p>	<p>Los Angeles Magazine is the leading authority and indispensable guide for the affluent and influential population of Southern California, illuminating and chronicling one of the most important regions in the world.</p> <p>ADDED VALUE: Los Angeles Magazine will publish "Destination Arizona," a special advertising section dedicated to the Grand Canyon State and its golf and sports, shopping destinations, fine dining, hotels, cultural attractions and more. This section runs in our October issue. Every participant in the section will be included in a resource directory, as well as receive a listing on a reader response card.</p>
	<p>NATIONAL GEOGRAPHIC ADVENTURE</p> <p>Issuance 10 X year</p> <p>Selected Insertions: Materials Due:</p> <p>Mar 2007 12/15/06</p> <p>Circulation 525,000</p> <p>Reader Profile-Median Age. 40.4</p> <p>Reader Profile-Median HHI. \$72,729</p> <p>Contact Layne Middleton</p> <p>Phone 928-443-8540</p> <p>Fax 928-443-8408</p> <p>E-mail fourcrns@aol.com</p>	<p>Everyone wants their life to be an adventure. We show them how. Millions of people now choose to spend their downtime exploring the Great Outdoors and participating in adventure sports. NG Adventure is their call to action and provides both the how to and inspiration to drive the reader out into the world.</p> <p>ADDED VALUE: All AZ advertisers will receive: (1) editorial mention (2) full text RSL (3) web hot link.</p>
	<p>NATIVE PEOPLES</p> <p>Issuance 6 X year</p> <p>Selected Insertions: Materials Due:</p> <p>Jan/Feb 2007 (Heard Museum Feature) 11/1/06</p> <p>Circulation No rate base claimed</p> <p>Reader Profile-Median Age. 56</p> <p>Reader Profile-Median HHI. \$111,000</p> <p>Contact Matt Ramsey</p> <p>Phone 602-265-4855</p> <p>Fax 602-265-3113</p> <p>E-mail mramsey@nativepeoples.com</p>	<p>Native Peoples is the world's largest and oldest consumer magazine devoted solely to Native American art, history and culture. In each issue, a dynamic combination of editorial excellence and outstanding photography enriches the lives of upscale readers while presenting critical information.</p> <p>ADDED VALUE: Free web address listing for each issue, free laminated counter card, and free reader service listings for each issue.</p>




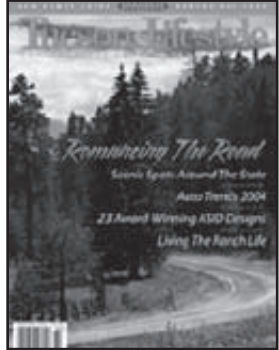
EZ Advertising Publication Profiles

	<p>PHOENIX MAGAZINE</p> <p>Issuance Monthly</p> <p>Selected Insertions: Materials Due:</p> <p>Oct 2006 8/14/06</p> <p>Feb 2007 12/15/06</p> <p>Circulation 65,095</p> <p>Reader Profile-Median Age 46</p> <p>Reader Profile-Median HHI \$131,369</p> <p>Contact Michael Hiatt</p> <p>Phone 480-664-3960</p> <p>Fax 480-664-3963</p> <p>E-mail mhiatt@citieswestpub.com</p>	<p>PHOENIX Magazine readers rank travel as a #1 interest, and Arizona destinations are their favorite. A must-buy is the inaugural October 2006 "In-State Travel Guide." A special 13th product with a year-long shelf life, this annual guide will be packed with travel information cover-to-cover. Another must is our February 2007 "52 Weekend Getaways Issue," which spikes in single-copy sales every year, offering unique Arizona excursions.</p> <p>ADDED VALUE: Advertiser listing on phoenixmag.com and link to advertiser's respective Web site. Placement in or adjacent to "Great Escapes" editorial department. Editorial inclusion in the May 2007 Arizona Office of Tourism sponsored "Arizona's Best Drive Vacations." Plus five copies of Phoenix Magazine.</p>
	<p>PHOENIX OFFICIAL VISITOR'S GUIDE</p> <p>Issuance Annual</p> <p>Selected Insertions: Materials Due:</p> <p>Nov 2006 8/24/06</p> <p>Circulation 300,000</p> <p>Reader Profile-Median Age 44</p> <p>Reader Profile-Median HHI \$66,903</p> <p>Contact Lesley Kontowicz</p> <p>Phone 520-322-0895</p> <p>Fax 520-322-9438</p> <p>E-mail lkontowicz@maddenpreprint.com</p>	<p>The official fulfillment piece of the GPCVB supported by their \$2.7 million marketing campaign. Mailed to leisure prospects, convention delegates, and group travelers prior to arrival. Also, available upon arrival at Sky Harbor, as well as, area visitor centers, hotels, motels, and attractions. Advertisers receive free hot link and reader service leads.</p> <p>ADDED VALUE: Reader service leads; opportunity to participate in "Arizona All-Year Sweepstakes" presented by vacationfun.com.</p>
	<p>PREPRINT 2006 AZ FALL INSERT</p> <p>Issuance 1 X</p> <p>Selected Insertions: Materials Due:</p> <p>Sept 24 2006 7/17/06</p> <p>Circulation 825,000-1,025,000</p> <p>Reader Profile-Median Age 45-64</p> <p>Reader Profile-Median HHI \$100,000+</p> <p>Contact Allison Cessna</p> <p>Phone 520-297-7178</p> <p>Fax 520-297-7168</p> <p>E-mail acessna@maddenpreprint.com</p>	<p>A fully integrated print and online campaign, leading with a high-quality, full-color glossy newspaper insert, delivered into 825,000 to 1,225,000 strategically targeted subscriber households in AOT's priority markets. Online components include aggressive electronic marketing, highly qualified search engine optimization, sweepstakes management, reader service, an E-mail push, and followup E-magazine.</p> <p>ADDED VALUE: Sweepstakes management E-mail campaign and reader response services.</p>



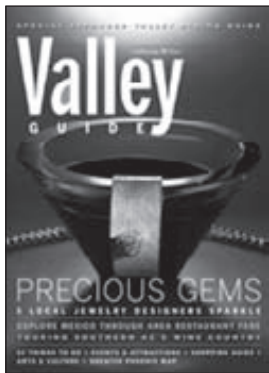
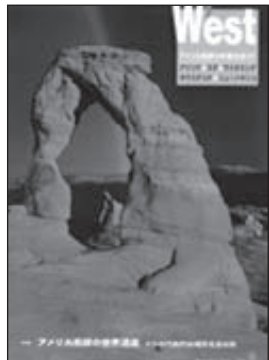
EZ Advertising Publication Profiles

	<p>PREPRINT—2007 AZ SPRING INSERT</p> <p>Issuance 1 X</p> <p>Selected Insertions: Materials Due:</p> <p>January 14, 2007 10/27/06</p> <p>Circulation 825,000-1,225,000</p> <p>Reader Profile-Median Age. 45-64</p> <p>Reader Profile-Median HHI. \$100,000+</p> <p>Contact Allison Cessna</p> <p>Phone 520-297-7178</p> <p>Fax 520-297-7168</p> <p>E-mail acessna@maddenpreprint.com</p>	<p>A fully integrated print and online campaign, leading with a high-quality, full-color glossy newspaper insert, delivered into 825,000 to 1,225,000 strategically targeted subscriber households in AOT's priority markets. Online components include aggressive electronic marketing, highly qualified search engine optimization, sweepstakes management, reader service, an E-mail push, and followup E-magazine.</p> <p>ADDED VALUE: Sweepstakes management E-mail campaign and reader response services.</p>
	<p>PREPRINT—AZ/CA INSERT</p> <p>Issuance 1 X</p> <p>Selected Insertions: Materials Due:</p> <p>May 5, 2007 2/23/07</p> <p>Circulation 500,000-850,000</p> <p>Reader Profile-Median Age. 25-54</p> <p>Reader Profile-Median HHI. \$75,000+</p> <p>Contact Allison Cessna</p> <p>Phone 520-297-7178</p> <p>Fax 520-297-7168</p> <p>E-mail acessna@maddenpreprint.com</p>	<p>A fully integrated print and online campaign, leading with a high-quality, full-color glossy newspaper insert, delivered into 500,000 to 850,000 strategically targeted subscriber households in Arizona and California. Online components include aggressive electronic marketing, highly qualified search engine optimization, sweepstakes management, reader service, an E-mail push, and followup E-magazine.</p> <p>ADDED VALUE: Sweepstakes management E-mail campaign and reader response services.</p>
	<p>SUNSET MAGAZINE DISPLAY ADVERTISING</p> <p>Issuance Monthly</p> <p>Selected Insertions: Materials Due:</p> <p>Nov 2006 9/1/06</p> <p>Circulation 452,000 AZ & So. Cal.</p> <p>Reader Profile-Median Age. 51</p> <p>Reader Profile-Median HHI. \$82,276</p> <p>Contact Kimberly Rutt</p> <p>Phone 310-268-7367</p> <p>Fax 310-268-7607</p> <p>E-mail ruttkt@sunset.com</p>	<p>Sunset covers the very best aspects of life in the West... the exciting travel destinations, the valuable homes, the stunning gardens, and the fine foods. Our expertise on the trends and topics that most interest those who live in the West sets us apart from any other magazine.</p>
	<p>SUNSET MAGAZINE—TRAVEL PLANNER</p> <p>Issuance 2 X year</p> <p>Selected Insertions: Materials Due:</p> <p>Nov 2006 - Full Circ. 9/1/06</p> <p>May 2007 - SW/Mtn.Circ. 3/1/07</p> <p>Circulation 1,450,00 and 290,000 SW/MTN circ.</p> <p>Reader Profile-Median Age. 51</p> <p>Reader Profile-Median HHI. \$82,276</p> <p>Contact Tricia O'Neill</p> <p>Phone 888-849-7032</p> <p>Fax 209-742-2211</p> <p>E-mail oneillt@sunset.com</p>	<p>Sunset covers the very best aspects of life in the West... the exciting travel destinations, the valuable homes, the stunning gardens, and the fine foods. Our expertise on the trends and topics that most interest those who live in the West sets us apart from any other magazine.</p> <p>ADDED VALUE: Travel planner rates include a 3-month online listing and reader response leads.</p>

EZ Advertising Publication Profiles

 <p>TRAFFIC PULSE NETWORKS a division of Traffic.com, Inc.</p>	<p>TRAFFIC PULSE</p> <p>Issuance Traffic Sponsorship</p> <p>Selected Insertions: Materials Due:</p> <p>Circulation N/A</p> <p>Reader Profile-Median Age N/A</p> <p>Reader Profile-Median HHI N/A</p> <p>Contact Kelly Bitter</p> <p>Phone 619-308-5283</p> <p>Fax 619-583-4048</p> <p>E-mail kbitter@traffic.com</p>	<p>Reach a big audience by advertising with Traffic Pulse Networks. We are the largest independent provider of traffic information in the U.S. We deliver traffic content to radio and TV stations, and online at www.traffic.com. Advertising opportunities include sponsoring our traffic and news drive time reports on Radio or TV.</p> <p>Added Value: Bonus advertising schedules with additional free radio spots to each participant. The exact percentage will vary based on the advertising commitment made.</p>
 <p>TravelAgent</p> <p>Sabre Solutions</p> <p>Supporting agents with full service options</p>	<p>TRAVEL AGENT</p> <p>Issuance Weekly</p> <p>Selected Insertions: Materials Due:</p> <p>Jan 2007 AZ Sales Planer 12/1/06</p> <p>Circulation 46,004</p> <p>Reader Profile-Median Age N/A</p> <p>Reader Profile-Median HHI N/A</p> <p>Contact Suzanne Craven</p> <p>Phone 818-227-4495</p> <p>Fax 818-227-4181</p> <p>E-mail scraven@questex.com</p>	<p>Travel Agent Magazine has 100% coverage of the travel agent community, encompassing every accredited (ARC, CLIA, IATAN) agent. The Arizona Sales Guide will focus just on Arizona making it, "all about Arizona." Travel Agent Magazine is the market leader - it enjoys a larger market share amongst its closest competitor. If you're choosing one media partner - choose the market leader reaching more agents. TAM promise to vendors: Reach more qualified agents, in more locations, booking more business than any other trade publication.</p> <p>ADDED VALUE: 4,000 overruns of sales guide. TAM sales staff sells and follows up on all ad materials.</p>
 <p>TRUE WEST</p> <p>44th ANNUAL BEST OF THE WEST</p> <p>HOW TO SAVE TOMSTONE IS THE</p> <p>WYATT EARP</p> <p>ERA OVER?</p> <p>BLAZE AWAY!</p> <p>25 GUNFIGHTS</p> <p>REUNION TO S.A. COON</p>	<p>TRUE WEST</p> <p>Issuance 10 X year</p> <p>Selected Insertions: Materials Due:</p> <p>Jan 2007 10/20/06</p> <p>Apr 2007 1/5/07</p> <p>Circulation 45,000</p> <p>Reader Profile-Median Age 45</p> <p>Reader Profile-Median HHI \$85,000</p> <p>Contact Joel Klasky</p> <p>Phone 480-575-1881</p> <p>Fax 480-575-1903</p> <p>E-mail Joel@twmag.com</p>	<p>True West Magazine has been reaching western enthusiasts for 53 years. Our readers are a passionate group who love the history and lifestyle that the West represents and we deliver it to them with every issue. Culture and heritage travel is our niche. In the last year, 87% of our readers visit historic sites and 82% visit museums.</p> <p>ADDED VALUE: True West offers a free reader service card with every issue. Advertisers can receive information from interested readers via printed mailing labels or E-mailed in an Excel (CSV) spreadsheet. Links on the True West Web site.</p>
 <p>TUCSON LIFESTYLE</p> <p><i>Remembering The Road</i></p> <p>Scenic Spots Around The State</p> <p>Auto Trends 2004</p> <p>23 Award-Winning ASID Designs</p> <p>Living The Ranch Life</p>	<p>TUCSON LIFESTYLE MAGAZINE</p> <p>Issuance Monthly</p> <p>Selected Insertions: Materials Due:</p> <p>June 2007 4/5/07</p> <p>Circulation 57,000</p> <p>Reader Profile-Median Age 57</p> <p>Reader Profile-Median HHI \$172,300</p> <p>Contact Fran Katz</p> <p>Phone 520-721-2929</p> <p>Fax 520-721-8665</p> <p>E-mail fran@tucsonlife.com</p>	<p>Tucson Lifestyle is the Old Pueblo's only monthly city magazine and is targeted to reach Pima County's most affluent residents. The magazine's advertisers represent the finest businesses in the area. Now with more than 20 years of experience, Tucson Lifestyle is more determined than ever to highlight the people, places, and lifestyle that makes Tucson a glorious place to live. Editorially, the magazine is oriented towards residents, visitors and newcomers.</p>

EZ Advertising Publication Profiles

	TUCSON OFFICIAL VISITOR'S GUIDE Issuance 2 X year Selected Insertions: Materials Due: Fall/Winter 06 7/1/06 Spring/Summer 07 11/8/06 Circulation 150,000 Reader Profile-Median Age 41 Reader Profile-Median HHI \$70,118 Contact Lesley Kontowicz Phone 520-322-0895 Fax 520-322-9438 E-mail lkontowicz@maddenpreprint.com	<p>This is the official fulfillment piece of the MTCVB and the Southern Arizona Partnership supported by AOT. It is mailed to leisure prospects, convention delegates, and group travelers prior to arrival. Also, available upon arrival at dedicated MTCVB kiosks at Tucson International Airport, as well as, area visitor centers, hotels, motels, and attractions. Advertisers receive free hot link and reader service leads. Please note that both issues are offered as a combo buy at one rate.</p> <p>ADDED VALUE: Reader service leads; opportunity to participate in "Arizona All-Year Sweepstakes" presented by vacationfun.com.</p>
	US AIRWAYS MAGAZINE Issuance Monthly Selected Insertions: Materials Due: Nov 2006 9/15/06 Feb 2007 12/4/06 Circulation 375,000 Reader Profile-Median Age 48 Reader Profile-Median HHI \$140,409 Contact Ernie Mulholland Phone 602-997-7200 Fax 602-997-9875 E-mail ernie@skyword.com	<p>Distributed exclusively in-flight to 5+million monthly passengers traveling throughout the airline's route system of 200 cities in the U.S., Canada, Mexico, and Europe. Delivers the Arizona tourism message into every AOT-identified target feeder market. Desirable reader profile since frequent business or pleasure air travelers are recognized as affluent consumers.</p>
	VALLEY GUIDE Issuance 4 X year Selected Insertions: Materials Due: Oct-Dec 2006 7/28/06 Circulation 70,000 Reader Profile-Median Age 44 Reader Profile-Median HHI \$66,903 Contact Lesley Kontowicz Phone 520-322-0895 Fax 520-322-9438 E-mail lkontowicz@maddenpreprint.com	<p>As one of America's finest visitor magazines, Valley Guide targets the Valley's most sophisticated business and leisure travelers. Known for its award-winning editorial and design, this first-class publication reaches visitors in the guestrooms at the city's finest hotels and resorts and provides them with seasonally updated information about the culture, lifestyle, hospitality, and excitement of our Valley and state. Its feature stories make each issue a keeper. It has earned a reputation for excellence among consumers for its insight and usefulness because it lets visitors experience the Valley as the locals know it.</p>
	WEST Issuance Annually Selected Insertions: Materials Due: Jan 2007 10/15/06 Circulation 120,000 Reader Profile-Median Age N/A Reader Profile-Median HHI N/A Contact Osamu Hoshino Phone 801-266-3345 Fax 801-262-9570 E-mail ohoshino@comcast.net	<p>West is the only publication in the Japanese language to promote Arizona and the region, and has become like the Bible to many Japanese travel professionals. The main purpose of this publication is to introduce the region's attractions, service providers, and DMO's to Japanese travel professionals and general consumers with a 120,000 circulation. It is distributed through the top Japanese tour companies, trade, and consumer shows.</p>



Teamwork for Effective Arizona Marketing (TEAM) 2006 - 2007 APPLICATION

- For assistance in completing this application, please follow TEAM 2006 - 2007 Guidelines.
- Incomplete applications will not be accepted.
- **Due Date: U.S. postmarked no later than April 7, 2006 by 5 p.m.**
- Only TYPED applications will be accepted.
- Please submit typed original AND four (4) photocopies by U.S. Certified Mail or FedEx.

Section A: Applicant Administrative Information

1. Name of Applicant Organization: _____
2. Mailing Address: Street or PO Box: _____ City: _____ State: AZ Zip Code: _____
3. Physical Address: Street: _____ City: _____ State: AZ Zip Code: _____
(for FedEx deliveries)
4. County (list all represented if regional applicant): _____
5. Project Coordinator's Name: _____
6. Telephone Number: _____ Fax Number: _____ E-mail: _____
7. Amount requesting in matching dollars from TEAM \$ _____
(see 2006-2007 Application Budget Worksheet, last line on page 2 of application)
8. Type of application: ☐ Individual
☐ Regional

If individual, please list, using chart below, the source of funding and dollar contribution.

If regional, list all partners contributing to the regional TEAM effort starting with the lead applying entity, their source of funding, and their dollar contribution. Note: A region must be comprised of at least three (3) entities and each entity must sign and attach a nonprofit affidavit (see Appendix B in TEAM Guidelines).

Individual, Regional or Not-for-profit Partner Name	Source of Funding	Dollar Contribution (min. \$1,000 per partner)
		\$
		\$
		\$
		\$

9. Two different signatures are required in order to process this document

\$ _____

Signature _____ Date: _____
(Project Coordinator)

Name: _____ Title: _____ Organization: _____

Signature _____ Date: _____
(Administrative Official)

Name: _____ Title: _____ Organization: _____



2006 - 2007 Application Budget Worksheet

Please specify the individual cost of each project for which you are requesting funding, indicate whether the project element targets an in-state or out-of state audience, provide a total of project costs for in-state and out-of-state, provide a grand total of project costs, and indicate the amount requested in TEAM funding.

	In-State	Out-of-State
Strategic Planning and Research	\$ _____	\$ _____
Product Development	\$ _____	\$ _____
EZ Advertising	\$ _____	\$ _____
Print Placement/Production	\$ _____	\$ _____
Broadcast Placement/Production	\$ _____	\$ _____
Outdoor Placement/Production	\$ _____	\$ _____
Online Advertising Placement/Production	\$ _____	\$ _____
Web site Development	\$ _____	\$ _____
Printed Materials (Include postage for fulfillment)	\$ _____	\$ _____
Audio-visual Materials	\$ _____	\$ _____
Special Marketing Opportunities	\$ _____	\$ _____
Media Communications and Public Relations	\$ _____	\$ _____
Total of all projects	\$ _____	\$ _____
Amount requested in matching (50 percent of total for In-State & Out-of-State)	\$ _____ (A)	\$ _____ (B)
Matching dollars from TEAM program (A+B=C)		\$ _____ (C)

Note:

- Individual applications are eligible to receive up to \$30,000 of matching funds, excluding extra funds for integrated tourism marketing applications with tourism-related not for profits.
- Regional applications are eligible to receive up to \$130,000 of matching funds cumulatively.
- Combined matching awards (Individual + Regional) cannot exceed \$40,000 per applicant.



Section B: EZ Advertising

Please reference the Publication Profiles section of the TEAM Guidelines for value-added opportunities with each publication. All ads are four-color except where indicated.

Name of Publication	Insertion Date	Size and Type	Total Gross Insertion Cost	Check ad to be purchased
AAA: Arizona Highroads	September 2006	Full Page display 1/2 Page display 1/3 Page display	\$9,220 5,170 3,370	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
AAA: Arizona Highroads	May 2007	Full Page display 1/2 Page display 1/3 Page display	\$9,220 5,170 3,370	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
AAA: Living	January/February 2007	Full Page display 1/2 Page display 1/3 Page display 1/6 Page display	\$14,886 8,187 5,954 2,957	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
AAA: Westways	November/December 2006	Full Page display 1/2 Page display 1/3 Page display 1/6 Page display	\$49,760 26,880 18,040 9,210	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Arizona Drive Guide	Winter 2006 (December-February)	Full Page display 1/2 Page display 1/3 Page display 1/6 Page display	\$2,894 2,056 1,458 986	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Arizona Drive Guide	Spring 2007 (March-May)	Full Page display 1/2 Page display 1/3 Page display 1/6 Page display	\$2,894 2,056 1,458 986	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Arizona Official State Visitor's Guide	January 2007	Full Page display 1/2 Page display 1/3 Page display	\$18,400 10,120 6,900	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Arizona Professional Travel Planner's Guide	January 2007	Full Page display 1/2 Page display	\$4,500 2,500	<input type="checkbox"/> <input type="checkbox"/>
Arizona Reiseplaner	October 2006	Full Page display 1/2 Page display 1/3 Page display 1/6 Page display	\$7,995 4,395 2,995 1,595	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>



Name of Publication	Insertion Date	Size and Type	Total Gross Insertion Cost	Check ad to be purchased
Arizona Republic and Tucson Star Citizen Winter Vacation Guide	November 2006	Full Page 4C 1/2 Page 4C 1/3 Page 4C 1/4 Page 4C 1/6 Page 4C	\$19,080 9,848 6,565 4,924 3,283	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Arizona Republic and Tucson Star Citizen Summer Vacation Guide	June 2007	Full Page 4C 1/2 Page 4C 1/3 Page 4C 1/4 Page 4C 1/6 Page 4C	\$19,080 9,848 6,565 4,924 3,283	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Audubon	March/April 2007	Full Page display 1/2 Page display 1/3 Page display 1/6 Page display	\$20,805 12,480 7,900 4,500	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
AZFamily.com	July 2006 - June 2007 (3 month minimum)	728x90 Leaderboard, picture/text/database, Newsletter (See EZ Advertising Publication Profiles for more information)	\$1,175/month billed monthly (3 month minimum)	Total Cost \$ _____
Canadian Traveller	September 2006	Full Page display 1/2 Page display 1/3 Page display 1/4 Page display 1/6 Page display 1/6 Page formatted	\$3,319 2,294 1,787 1,493 1,086 656	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
East Valley Tribune "Arizona Getaways"	April 2007	Full Page display 1/2 Page display 1/3 Page display 1/4 Page display 1/6 Page display	\$7,587 3,794 2,529 2,517 1,885	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
East Valley Tribune "Summer Escapes"	May 2007	Full Page display 1/2 Page display 1/3 Page display 1/4 Page display 1/6 Page display	\$2,754 1,377 918 896 667	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Experience Arizona	January 2007	Full Page display 1/2 Page display	\$3,680 2,600	<input type="checkbox"/> <input type="checkbox"/>
Group Tour	Winter 2006 (January-March)	Full Page display 1/2 Page display 1/3 Page display 1/4 Page display 1/6 Page display 1/12 Page formatted	\$4,380 3,030 2,370 2,040 1,230 600	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>



Name of Publication	Insertion Date	Size and Type	Total Gross Insertion Cost	Check ad to be purchased
Los Angeles Magazine	October 2006	Full Page display 1/2 Page display 1/3 Page display 1/4 Page display 1/6 Page display 1/6 Page formatted	\$16,450 11,022 8,058 3,965 4,333 4,590	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
National Geographic Adventure	March 2007	Full Page display 1/2 Page display 1/3 Page display 1/6 Page display	\$37,135 22,282 14,853 7,426	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Native Peoples	January/February 2007	Full Page display 1/2 Page display 1/3 Page display 1/4 Page display 1/6 Page display	\$3,545 2,315 1,530 1,225 725	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Phoenix Magazine	October 2006	Full Page display 1/2 Page display 1/3 Page display 1/6 Page display	\$4,996 3,247 2,248 999	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Phoenix Magazine	February 2007	Full Page display 1/2 Page display 1/3 Page display 1/6 Page display	\$4,996 3,247 2,248 999	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Phoenix Official Visitor's Guide	November 2006	Full Page display 1/2 Page display 1/3 Page display 1/4 Page display 1/6 Page display	\$10,250 8,270 6,655 5,045 2,675	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Preprint — Arizona Fall Insert Proposed inserts in: Boston Herald Chicago Tribune Suburban Chicago Newspapers Denver Post Greater Philadelphia Newspapers Long Beach Press Telegram Minneapolis Star-Tribune NY Newsday Orange County Register Portland Oregonian San Francisco Examiner and Chronicle Seattle Times and Post Intelligencer Washington DC Newspapers Westchester Journal News	September 24, 2006	Full Page display 1/2 Page display 1/4 Page display 1/8 Page display Brochure Ad	\$29,875 16,430 10,455 7,470 3,285	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>



Name of Publication	Insertion Date	Size and Type	Total Gross Insertion Cost	Check ad to be purchased
Preprint — Arizona Spring Insert Proposed Inserted in: Albuquerque Journal Austin American Statesman Chicago Tribune Dallas Morning News Houston Chronicle Las Vegas Review-Journal and Sun Minneapolis Star Tribune NY Newsday	January 14, 2007	Full Page display 1/2 Page display 1/4 Page display 1/8 Page display Brochure Ad	\$29,875 16,430 10,455 7,470 3,285	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Preprint — Direct mailed to homes in Arizona and California	May 5, 2007	Full Page display 1/2 Page display 1/4 Page display 1/8 Page display Brochure Ad	\$19,220 10,570 6,725 4,805 2,115	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Sunset Magazine Display Ads Southern California and Arizona Circulation	November 2006	Full Page display 1/2 Page display 1/3 Page display	\$37,230 23,652 17,345	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Sunset Travel Planner-National Circ.	November 2006	1/3 Page travel guide 1/6 Page travel guide	\$14,370 7,286	<input type="checkbox"/> <input type="checkbox"/>
Sunset Travel Planner South- west and Mountain States Circulation	May 2007	1/3 Page travel guide 1/6 Page travel guide	\$5,331 2,294	<input type="checkbox"/> <input type="checkbox"/>
Traffic Pulse Radio Sponsorship	TBD by Applicant	50 Spots per week 75 Spots per week 100 Spots per week	\$4,000/week 6,000/week 8,000/week	<input type="checkbox"/> # of weeks ____ <input type="checkbox"/> Total _____ <input type="checkbox"/>
Travel Agent Magazine	January 2007	Full Page display 1/2 Page display 1/3 Page display 1/4 Page display 1/6 Page display	\$6,854 3,427 2,400 1,714 1,000	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
True West	January 2007	Full Page display 1/2 Page display 1/3 Page display 1/6 Page display	\$2,205 1,340 850 475	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
True West	April 2007	Full Page display 1/2 Page display 1/3 Page display 1/6 Page display	\$2,205 1,340 850 475	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Tucson Lifestyle	June 2007	Full Page display 1/2 Page display 1/3 Page display 1/4 Page display 1/6 Page display	\$3,290 2,211 1,784 1,453 1,236	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>



Name of Publication	Insertion Date	Size and Type	Total Gross Insertion Cost	Check ad to be purchased
Tucson Official Visitor's Guide	Fall/Winter 2006 and Spring/Summer 2007	Full Page display 1/2 Page display 1/3 Page display 1/6 Page display 1/12 Page Formatted	\$9,830 5,790 4,590 2,690 1,050	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
U.S. Airways Magazine	November 2006	Full Page display 1/2 Page display 1/3 Page display 1/4 Page display	\$11,470 6,880 5,160 2,942	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
U.S. Airways Magazine	February 2007	Full Page display 1/2 Page display 1/3 Page display 1/4 Page display	\$11,470 6,880 5,160 2,942	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Valley Guide	Oct/Dec 2006	Full Page display 1/2 Page display 1/3 Page display 1/4 Page display 1/6 Page display	\$4,275 2,750 2,195 1,665 1,510	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
W'est	January 2007	1/2 Page display 1/3 Page display 1/6 Page display Photo directory listing	\$3,975 2,175 1,175 675	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Note: Even if you are applying for EZ grant funds only, you must still attach a nonprofit affidavit (see Appendix B), Indemnification and Verification Clause (see Appendix C), marketing plan and one FY2007 Workshop Attendance Certificate. Regional Applications must include nonprofit affidavits from each regional partner (see Appendix F), evidence that the region has at least 500 hotel beds, campground sites, and/or RV sites and evidence that the region can support a five-day tourist itinerary.

All prices above do not include state tax. Advertisers will be responsible for their portion of the state advertising taxes.



Section C: Additional Project Elements

1. STRATEGIC PLANNING & RESEARCH

Name/Type of Project	Brief Description*	Budgeted Cost
		\$
		\$
		\$
		\$

*Include scope of work

Total Strategic Planning: _____

Specify selected contractor here: _____

2. PRODUCT DEVELOPMENT (CANNOT INCLUDE INFRASTRUCTURE)

Name/Type of Project	Brief Description*	Budgeted Cost
		\$
		\$
		\$
		\$

*Include scope of work

Total Product Development: _____

3. PRINT PLACEMENT/PRODUCTION (MAGAZINE, NEWSPAPER)

Publication Name	Ad Size/Color	Distribution	Issue Date	Budgeted Cost*
				\$
				\$
				\$
				\$

*Budgeted cost may include production costs for ad materials specific to each insertion and EZ Advertising costs.

In-State Print Placement: _____

Out-of-State Print Placement: _____

Total Print/Production Placement: _____

4. BROADCAST PLACEMENT (RADIO, TELEVISION)

Station Call Letters	DMA*	Spot Length/Frequency	Broadcast Dates	Budgeted Costs
				\$
				\$
				\$
				\$

*DMA- Designated Market Areas- locations/market where spots will run.

In-State Broadcast Placement: _____

Out-of-State Broadcast Placement: _____

Total Broadcast Placement: _____



5. OUTDOOR PLACEMENT (BILLBOARD, BUSBOARD, ETC.)

Type of Placement	Highway Locations	County	Size	Dates	Budgeted Cost*
					\$
					\$
					\$
					\$

* Budgeted cost may include production costs for ad materials specific to each insertion.

In-State Outdoor Placement: _____

Out-of-State Outdoor Placement: _____

Total Outdoor Placement: _____

6. ONLINE ADVERTISING PLACEMENT/PRODUCTION

Portal/Search Engine Name	Website Address	Ad Description**	Target Description	Dates	Budgeted Cost
					\$
					\$
					\$
					\$

**Provide description of Internet advertising type (i.e. banner ad, link, sponsorship, etc.)

In-State Online Placement: _____

Out-of-State Online Placement: _____

Total Online Placement: _____

7. WEB SITE DEVELOPMENT (Must have link to arizonaguide.com)

Web site Name	Web site Address	Description	Budgeted Cost
			\$
			\$
			\$
			\$

Total Web site Development: _____

Specify selected contractor here: _____

8. PRINTED MATERIALS (BROCHURES, MAPS, TRAVEL TRADE GUIDE, ETC.)

Name/Type of Printed Material	Target Audience	Quantity	Distribution	Budgeted Cost
				\$
				\$
				\$
				\$

In-State Printed Material: _____

Out-of-State Printed Material: _____

Total Printed Material: _____



9. AUDIO-VISUAL MATERIAL (FILM, SLIDES, CD-ROM, DVD, IPOD, ETC.)

Name/Type of Audio-Visual Material	Target Audience	Quantity	Distribution	Budgeted Cost
				\$
				\$
				\$
				\$

In-State Audio-Visual: _____

Out-of-State Audio-Visual: _____

Total Audio Visual: _____

10. SPECIAL MARKETING OPPORTUNITIES (TRAVEL SHOWS, FAM'S, EDUCATIONAL CONFERENCES)

Name of Show	Date	Location	Target Audience	Budgeted Cost
				\$
				\$
				\$
				\$

In-State Special Marketing: _____

Out-of-State Special Marketing: _____

Total Special Marketing: _____

11. MEDIA COMMUNICATIONS AND PUBLIC RELATIONS

Name/Type of Project	Brief Description*	Budgeted Cost
		\$
		\$
		\$
		\$

*Including scope of work/contract if applicable

In-State Media Communications and PR: _____

Out-of-State Media Communications and PR: _____

Total Media Communications and PR: _____

Specify selected contractor here: _____



Section D: Marketing Plan

Include the following elements in your marketing plan:

1. Objectives – Must be measurable, within a determined time frame and point to an end result.
2. Situation Analysis – Discuss factors that influence your marketing strategy.
3. Target Markets – Include demographics, geographic activities and motivators.
4. Strategies – Specify what project initiatives are being proposed to achieve stated objectives and strategies.
5. Method of Tracking – Each project element must have a reliable and accurate measurement methodology.
6. Evaluation – Explain how you will determine whether/when your objectives are met.

Please Note: For tourism-related research on your community, region or state, contact the Arizona Hospitality Research and Resource Center (AHRRC) at Northern Arizona at (928) 523-6205.

Section E: Support Documentation

1. Proof of attendance of the FY07 TEAM certification workshop
2. Nonprofit status (signed affidavit – see Appendix B in Guidelines booklet)
3. Indemnification and Verification – see Appendix C
(Regional Applications must have a signed affidavit from each regional partner.)
4. Printing estimate(s).
5. Scope of work/contracts for all outside vendors (i.e. PR firms, Web site developers, research firms, product development consultants, etc.)
6. For regional applications: Evidence that the region can support a five-day tourist-oriented itinerary and a combination of at least five-hundred (500) hotel beds, campground sites and/or recreational vehicle sites within the region.
7. If applying for EZ Advertising include a copy of your fulfillment piece.

Please note: Do not include any additional documentation unless otherwise specified within the application.



Teamwork for Effective Arizona Marketing 2006-2007 Affidavit in Support of Application

The undersigned authority, _____, on this day personally appeared before me
(Name of Administrative Official)

and is known to me to be the person whose name is subscribed to the following instrument, and having been duly sworn, upon oath, deposes and states as follows:

I have prepared this affidavit at the request of The Arizona Office of Tourism for the purpose of making an application for a public benefit or privilege. I hereby certify that I am a duly authorized representative of the organization identified below with the principal address as follows:

Organization: _____

Address: _____

Amount contributing to the TEAM program marketing grants: \$ _____

Source of funding: _____

I further certify that the above referenced organization is one of the two types of organizations identified as follows:

1. An organization recognized as the official destination marketing organization by a city, tribal government body, or other political subdivision of the State of Arizona;
- OR
2. An organization recognized by the Federal Internal Revenue Service as a nonprofit organization under the Federal Internal Revenue Code.

I recognize that pursuant to Arizona Law, perjury constitutes a Class 4 felony under A.R.S. Sec 13-2702 and a false swearing constitutes a Class 6 felony pursuant to A.R.S. Sec 13-2703.

I declare the foregoing is complete and correct.

Executed this _____ day of _____, 20____ in _____, Arizona.

(Signature of Administrative Official)

Title: _____

Subscribed and sworn to before me this _____ day of _____ 20____ to certify which witness my hand and seal of office.

NOTARY PUBLIC



Teamwork for Effective Arizona Marketing (TEAM)

2006-2007 Indemnification and Verification Clause

Indemnification

Both parties hereby agree to indemnify and hold the State of Arizona (Arizona Office of Tourism) harmless for, from, and against any all claims, demands, suits, liabilities, judgments and expenses (including, without limitation, attorneys' fees and other costs of litigation) arising out of, or relating to injury, disease, death of persons, or damage to, or loss of, property resulting from or in connection with the parties' fulfilling their respective obligations under this agreement.

Verification

We, the undersigned certify that (1) this information is accurate; (2) We agree to comply with the guidelines as presented by the Arizona Office of Tourism; and (3) I agree to comply with all existing and appropriate local, state and federal guidelines. We certify that proof of nonprofit status is on record with the Arizona Secretary of State's Office.

Signature of Project Coordinator and Fiscal Agent

Date

Signature of Authorizing Official (CEO, Executive Director, or Board Officer)

Date

(Print) Name of Authorizing Official and Title



Teamwork for Effective Arizona Marketing (TEAM)

2006-2007 Application Evaluation Form

Applicant Name:

Applicant No:

☐ Individual (\$30,000 max) OR ☐ Regional (\$40,000 per entity/\$130,000 max) Amount Requested \$_____

☐ Not-for-Profit Partner

Application Projects

- ☐ Research & Strategic Planning
- ☐ EZ Advertising
- ☐ Placements (print/broadcast/outdoor/Internet)
- ☐ Web site Development
- ☐ Printed Material

- ☐ Audio-Visual Materials
- ☐ Special Marketing Opportunities
- ☐ Media Communications
- ☐ Product Development

Guideline Requirements

Matching Funds:

- ☐ Minimum of 50 percent of budget is supplied by the applicant
- ☐ Other state funds are not part of budget

Documentation:

- ☐ Marketing Plan
- ☐ One 2006-2007 TEAM workshop certificate for the project coordinator
- ☐ Signed nonprofit affidavit(s)
- ☐ Printing estimate (if applicable)
- ☐ Scope of work for outside vendors (if applicable)
- ☐ Indemnification and Verification clause
- ☐ Evidence region can support a five-day itinerary and has a minimum of 500 beds
- ☐ Fulfillment piece, if applying for EZ Advertising

Evaluation and Points

	Factors to Consider	Score Ranges	Comments	Score
1.	Are the marketing objectives and tactics justified?	Well justified (25) Poorly Justified (5) Not at all Justified (0)		
2.	Are target markets clearly identified and viable?	Well justified (25) Poorly Justified (5) Not at all Justified (0)		
3.	Does each project have a reliable tracking method stated in their project justification?	Yes (25) No (0)		
4.	Do the projects contribute to overall organization's tourism goals?	Yes (25) No (0)		

TOTAL SCORE (100 point max.) _____



Teamwork for Effective Arizona Marketing (TEAM) 2006 - 2007 Reimbursement Request

- For assistance in completing this application, please follow TEAM 2006 - 2007 Guidelines.
- May be sent at any time during the fiscal year: no later than May 11, 2007.
- Only TYPED applications will be accepted.
- Submit completed forms to:

TEAM Program
Arizona Office of Tourism
1110 W. Washington, Ste. 155
Phoenix, AZ 85007

Section A: Applicant Information

1. Name of Applicant Organization: _____
2. Type of application: ☐ Individual or ☐ Regional
3. Mailing Address: Street or PO Box: _____ City: _____ State: AZ Zip Code: _____
4. Project Coordinator's Name: _____
5. Telephone Number: _____ Fax Number: _____ E-mail: _____

Section B: Reimbursable Items

STRATEGIC PLANNING AND RESEARCH

Name/Type of Project	Brief Description	Dollars Spent
		\$
		\$

Total Strategic Planning and Research \$ _____

PRODUCT DEVELOPMENT

Name/Type of Project	Brief Description	Dollars Spent
		\$
		\$

Total Product Development \$ _____

PRINT PLACEMENT/PRODUCTION

Publication Name	Ad Size/color	Issue Date	Dollars Spent
			\$
			\$

Total Print Placement \$ _____

BROADCAST PLACEMENT

Station Call Letters	DMA*	Spot Length	Broadcast Dates	Dollars Spent
				\$
				\$

Total Broadcast Placement \$ _____



OUTDOOR PLACEMENT

Type of Placement	Highway Location(s)	County	Dates	Dollars Spent
				\$
				\$

Total Outdoor Placement \$ _____

ONLINE ADVERTISING PLACEMENT

Portal/Search Engine Name	Web site Address	Description	Dates	Dollars Spent
				\$
				\$

Total Online Advertising \$ _____

WEB SITE DEVELOPMENT

Web site Name	Web site Address	Description	Dollars Spent
			\$
			\$

Total Website Development \$ _____

PRINTED MATERIALS (BROCHURES, MAPS, TRAVEL TRADE GUIDE, ETC.)

Portal/Search Engine Name	Web site Address	Description	Dates	Dollars Spent
				\$
				\$

Total Print Placement \$ _____

AUDIO-VISUAL MATERIALS (FILM, VIDEO TAPE, SLIDES, CD-ROM, DVD, ETC.)

Name/type of audio-visual material	Target Audience	Quality	Distribution	Dollars Spent
				\$
				\$

Total Audio-Visual \$ _____

SPECIAL MARKETING OPPORTUNITIES (TRAVEL SHOWS, FAM's)

Name of Show	Date	Location	Target Audience	Dollars Spent
				\$
				\$

Total Special Marketing Opportunities \$ _____

MEDIA COMMUNICATIONS AND PUBLIC RELATIONS

Name/Type of Project	Brief Description	Dollars Spent
		\$
		\$

Total Media Communications and PR \$ _____

Section C: Total Spent

(For approved items, TEAM will reimburse 50 percent of Grand Total Spent up to the organization's award limit)

Grand Total Spent: \$ _____

AOT office use only _____

31111/ _____



Section D: Signatures

The undersigned hereby confirm that all information contained in this document is accurate and is in accordance with TEAM FY07 Guidelines. Two different signatures are required in order to process this document.

Signature _____ Date: _____

Name: (Project Coordinator) _____ Organization: _____

SIGNATURE _____ Date: _____

Name: (Administrative Official) _____ Organization: _____

Reimbursement Checklist

For each item listed in Section B, the following documentation must be included with the reimbursement request:

Proof of Charge from Vendor: Submit legible invoice reflecting date, description and dollar amount. Monthly statements are not acceptable. Only itemized, dated invoices can be considered for reimbursement. A contract that states the charge for the item is also acceptable in cases where no invoice was issued.

Proof of Payment: Proof of payment must be established prior to reimbursement. Any one of the following items can be used as proof of payment of the expense:

1. Cashier's Checks – Include your copy of a certified check with each invoice. The cashier's check should only reflect payment for expenditure items that are part of the TEAM project.
2. Canceled Checks – Attach a photocopy of the canceled check to certify proof of payment. Your canceled check should only reflect payment for expenditure items that are part of the TEAM project. Checks are only considered canceled when the bank's clearinghouse has encoded the check amount in the lower right hand corner, or if the bank's stamp is affixed on the check indicating "paid."
3. Copy of check and payment receipt from vendor.

Proof of Implementation: Submit proof that the activity was actually performed. Evidence can include items such as:

- Ad placement tear sheets (verifying date and name of publication). Note: Ads must contain AOT "Grand Canyon State" logo as outlined in TEAM requirements.
- Insertion order.
- Contract or comparable document from the third-party vendor.
- Copies of audio or videotapes created.
- Invoice indicating actual broadcast times and dates.
- Actual printed materials.
- Trip reports from trade shows.
- Billboard photographs showing content.
- Copies of press releases and distribution list.
- Copies of draft or final research documents and conclusions.
- Copies of draft or final product development programming or marketing activities.



Teamwork for Effective Arizona Marketing (TEAM) 2006-2007 Project Effectiveness Form

Due to the Arizona Office of Tourism by October 12, 2007

Name of applicant organization: _____

Mailing address: _____
Street or P.O. Box / City / State/ Zip Code

Project coordinator's name: _____ Telephone number: _____

Date project began: _____ Date project was completed: _____

Application: _____ Individual: _____ Regional _____

\$ _____ In State \$ _____ Out-of-State \$ _____ Total Award Amount

1. Describe the FY07 TEAM-funded marketing efforts of the organization:

2. Using the objectives and methods of tracking stated in your marketing plan, please provide the results of your TEAM-funded projects.

3. Explain how the TEAM-funded projects contributed overall to your organization's tourism goals and economic impacts, and benefits to your community.

Please use additional pages, as necessary, to provide information and documentation.



For further information or assistance, please contact:
Arizona Office of Tourism
1110 West Washington Street, Suite 155, Phoenix, AZ 85007
Tel: 602.364.3708 Fax: 602.364.3702
www.azot.com

